Business Service Provider (BSP) Program Guide

Updated as of March 6th, 2025

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Introduction

In the Zimbra Business Service Provider (BSP) Program Guide you will find:

- An overview of the Zimbra BSP-specific program
- A description of BSP Program benefits for each membership level
- A description of partnering requirements for each membership level
- Information regarding the application and enrollment processes
- Zimbra licensing guidelines for BSPs
- Information regarding the ordering process

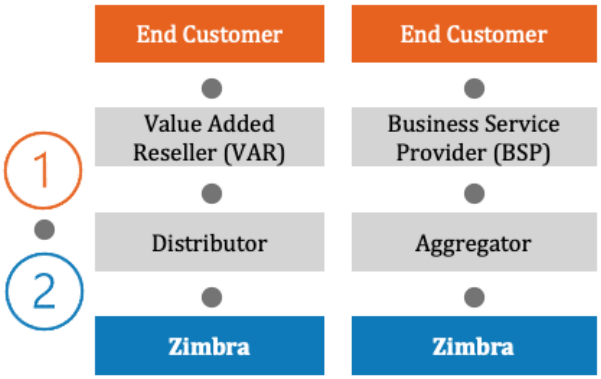
Zimbra Business Service Provider (BSP) Program Overview

Welcome to the **Zimbra Business Service Provider Program (BSP)**. As a channel-first organization, partners are critical to our success as a leading global provider of communication and collaboration solutions for organizations and service providers.

The Zimbra BSP Program is designed to ensure successful partnerships with partners who host Zimbra products in a multi-tenant environment. This program includes partners who market themselves as

- Business Service Providers
- Hosted Email Providers
- Hosted Service Providers
- Internet Service Providers
- Managed Service Providers

Any partner that hosts Zimbra mailboxes for multiple third parties (multi-tenant environment) is required to join the Zimbra BSP Program. Service providers may not host Zimbra perpetual software purchased from a Zimbra Distributor or a Zimbra VAR.



BSP Program Highlights

- BSPs can host Zimbra in a **dedicated-tenant** or **multi-tenant** environment
- Dedicated license keys are available upon request
- Mix and match license **Class of Service** (COS) on all domains
- All BSPs will have a “pay-as-you-go" monthly billing structure
- Zimbra provides software upgrades, technical support, and documentation

Partner Types and Designation Levels

Zimbra’s BSP Program has the features most important to our partners; the highest quality solutions and services delivered through a program designed to maximize client opportunities and partner rewards.

Zimbra BSP Program qualification requirements ensure the highest quality standards are held by companies that represent and resell the Zimbra solutions and services.

There are four Zimbra partner types

- **Distributors:** Distributors provide software distribution services for Zimbra to increase Zimbra’s capacity to recruit, onboard and enable Value Added Resellers (VARs). Distributors accept payment in local currencies and handle collections. Distributor Requirements and Benefits are listed in the Zimbra Partner Portal.
- **Value Added Resellers (VARs):** VARs provide value added sales and services to Zimbra end-customers across multiple geographies and industry verticals. The VAR Partner levels are Authorized, Silver and Gold. VAR Requirements and Benefits are listed in the Zimbra Partner Portal.
- **Aggregators:** Aggregators are like Distributors but are contractually authorized to rent mailboxes and provide tools and processes to help BSPs “aggregate” their monthly reporting. Aggregator Requirements and Benefits are listed in the Zimbra Partner Portal.
- **Business Service Providers (BSPs):** BSPs are partners who host mailboxes for end-users in a multi-tenant environment. The BSP Partner levels are Authorized, Silver, Gold, and Platinum. BSP Requirements and Benefits are listed in Appendix A: Business Service Providers (BSP) Benefits and Requirements.

BSP Program Partner Levels

- Authorized
- Silver
- Gold
- Platinum

Our partner program offers a variety of levels, starting from the authorized level, allowing you to grow and progress with us.

All Partner levels have monthly revenue commitment requirements to receive key benefits including but not limited to:

- Volume price discounts
- Priority for lead referrals
- Zimbra Premier Level support

As your commitment to and knowledge of Zimbra grows, your marketing, sales, and training benefits from Zimbra also grow. BSPs who meet the qualification requirements can progress to a higher partner level, unlocking more benefits. (All partners are required to have at least one Sales Certified employee; Silver, Gold, and Platinum Partners must also have at least one Sales Engineer Certified employee.)

The Partner may be eligible for the following if at least one team member passes the Zimbra Sales Training and Zimbra Sales Engineer certifications.

- Listing as a Zimbra Partner on Zimbra.com
- Sales and Marketing Support (webinars, local event support, joint marketing, online community, collateral with co-branding options available)
- Regular training events and scheduled sales communications
- Participation in partners-only webinars
- Administrator and technical training
- Ability to use Zimbra logo in Partner's marketing, subjected to Zimbra's usage guidelines

***Note:** Partnership benefits are subject to change at any time.

For the full list of benefits and requirements, refer to Appendix A: Business Service Providers (BSP) Benefits and Requirements.

Partner Level Adjustments

If you wish to move up a Partner level, you must do so before the 15th of the month to qualify for the next calendar month. For example, a change request submitted by January 15th will qualify for level changes in February.

Change requests to partner levels made after the 15th of the month begin in the next calendar month. For example, a change request submitted in January after the 15th will qualify for level changes in March.

Zimbra Product Order Processing

Zimbra primarily uses a two-tier software distribution model. A network of global and regional Aggregators enables BSPs to place orders in their local language and currency. Zimbra BSP Partners order Zimbra licenses through Authorized Aggregators. For more information about licensing, refer to Appendix B: Licensing and Guidelines for BSPs.

Zimbra Usage Reporting Tool (ZURT)

Overview of the Zimbra Usage Reporting Tool

The ZURT components include the Zimbra Server with the ZURT Client Application installed, the ZURT Server, and the ZURT User Interface.

- **Zimbra Server:** The Zimbra server runs the ZURT client application and uses an LDAP instance to connect to the ZURT server.
- **ZURT Client Application:** The ZURT client application runs on your Zimbra server and enables reporting to the ZURT server.
- **ZURT Server:** The ZURT server automates the usage reporting process, enabling Zimbra to obtain accurate product usage data for billing purposes.
- **ZURT User Interface:** The ZURT user interface allows you to view the ZURT information and reports using a browser.

***More information on page 16**

All BSPs MUST comply with the Zimbra Partner Program Guide and the BSP Program Guide, including any updates, which are always available in the Partner Portal.

Usage Guidelines

- BSP True-Up - If the ZURT tool fails to run and you are billed only the minimum monthly fee, you will be required to true-up for any usage that was not billed correctly in previous months.
- All BSPs should report any 10% growth or drop in usage to their CSM or to zimbra-partners@synacor.com. If these changes are not reported, we will contact you for clarification.
- If your ZURT tool stops working, we will automatically bill you based on your last month's reported usage.
- If you do not install your ZURT tool, we will hold your annual license renewal until it is installed or turn off the service in case of continued non-compliance. You may also incur a penalty charge of 5% of your monthly booking until the installation is complete.
- BSPs with slow or delinquent payments will have their licenses reduced to a shorter duration until they are fully up to date on payments and remain current for a full year.
- We reserve the right to suspend support and the license for non-payment of usage.

Partner Support Information

Zimbra offers world-class support and customer service to its customers and partners. Partners have access to a range of support and consulting services including Customer Support, Pre-Sales Support, Implementation Support and Post-implementation Support.

- **Customer Support:** BSP Partners can request customer support from Zimbra in the same way that individual end-customers can. To receive support, BSPs must be in good standing with their payments. Customer Support is provided according to the program parameters outlined on http://www.zimbra.com/connect/support/.
- **Pre-Sales Support:** The level of support and resources will be allocated at Zimbra's discretion, considering factors such as opportunity size, strategic value, and probability to win the business.

Partner Portal

Zimbra maintains a Partner Portal to provide Partners with program updates, as well as sales and marketing materials, including:

- Zimbra updates and announcements
- Aggregator listings
- Partner Program Guides
- Product collateral
- Price lists
- Logos and usage guidelines

To join the Partner Portal, visit https://zimbra.channeltivity.com/ and click Request Access.

For removal from the Partner Portal, send an email to channels@synacor.com with the subject line "Deactivate User." Please include the user's name and email address.

BSP Sign up Process

To become a Zimbra Business Service Provider (BSP) Partner, you must apply and be approved by Zimbra. Here is what to expect:

1. Go to zimbra.com and fill out the **Become a Zimbra Partner** form. This information goes to the Partner Team for review. Allow 2-3 business days for review.
2. The Zimbra Sales Team will contact those who qualify via email and phone to discuss the BSP Program, including program details, qualifying questions, and required materials.
3. Once approved, Zimbra will send you an **Agreement Request** form to complete and return. After submitting the form with required supporting information, you will receive an eSign Agreement for review and signature. The Agreement will include the BSP Benefits and Requirements document (Appendix A), the List Price, Price Book for Zimbra licenses and the list of Zimbra Authorized Aggregators.
4. Once the Zimbra BSP Agreement is fully executed, you will receive an official welcome email with Next Steps for Onboarding.
    a. BSP Partners receive a link to the private Zimbra Partner Portal.
    b. BSP Partners must then download and install the Zimbra Usage Reporting Tool (ZURT) software. For more information, refer to Appendix D: Zimbra Usage Reporting Tool Overview and FAQs.
5. BSP Partners must establish a partnership with, and be approved by, an Authorized Zimbra Aggregator. The Zimbra Aggregator will require the BSP to commit to a monthly minimum revenue before they can onboard and set up the BSP in the Zimbra BSP Program.

6. When the Authorized Zimbra Aggregator approves the BSP Partner, the Aggregator will place an initial order with Zimbra on behalf of the BSP Partner. The initial order will include information such as the Partner-level (Authorized, Silver, Gold, or Platinum), the currency it transacts with Zimbra (USD & EURO), and the monthly minimum commitment.
7. When Zimbra fulfills the initial order, the BSP Partner will receive an Order Confirmation email containing the 16- to 26-digit character alphanumeric license key, along with instructions to download the Zimbra software and ZURT portal information. For more information about ZURT, refer to Appendix D: Zimbra Usage Reporting Tool Overview and FAQs.

Partner Program Updates NEW!

Partner Re-leveling	BSP Level	Monthly Commitment (MRR)	
		NEW	Current
From Jan 1st, 2025 All new and existing authorized BSPs are enrolled or updated to the new program	**Authorized**	**$300 / €225**	**$300 / €225**
From Jan 1st, 2025, onwards Newly onboarded partners are enrolled to the new program with effect from Jan 1st, 2025 Existing partners are enrolled only with effect from Jan 1st, 2026	Silver	$3,000 / €2,250	$1,000 / €740
	Gold	$10,000 / €7,500	$5,000 / €3,700
Minimum commitments remain unchanged	Platinum	$25,000 / €18,500	$25,000 / €18,500
Previously approved commitments will be adjusted to align with the New Program Standards (2025 program) **Exceptions will apply only to cases with explicit special approval.			

- **BSP Term Dates**
  BSPs terms will run on a calendar year from January 1 to December 31.

- **Cancellation**
  There is a **90-Day Cancellation Policy** in all the BSP Agreements.
  If a pre-paid BSP cancels within the term, there will be no refund given.

- **Silver, Gold, Platinum BSPs**
  The NEW minimums will take effect on January 1, 2026.

- **Special Pricing Requests**
  These are handled on a deal-by-deal basis and should be worked out with your CSM.

- **Pricing Reset**
  All special pricing resets in January of each year, unless a signed agreement or an addendum is in place.

- **BSPs are required to maintain an up-to-date system and be on the latest supported versions of the product.**

  Partner agrees that Zimbra may publish Partner's name and contact information in the Zimbra Partner Directory and may reference the Partner as a member of the program using the Partner's logo, subject to reasonable trademark and logo usage guidelines.

  Zimbra reserves the right to modify the Zimbra Partner Program, including all tracks, partnership levels, payment modes (annual or monthly), and specializations, at its sole discretion. While Zimbra strives to ensure the accuracy of the information in this Program Guide, occasional corrections or updates may be necessary. Zimbra reserves the right to make such corrections or updates as needed by posting them to the Partner Portal. Partners agree to be responsible for compliance with the terms of the Zimbra Partner Program Guide and the Partner Agreement.

Appendix A: BSP Program Benefits and Requirements

BSP will comply with the BSP Program Guide, including all future updates which are effective at the time that any future update to the BSP Program Benefits & Requirements becomes effective.

BSP Partner Requirements & Discounts	Authorized BSP	Silver BSP	Gold BSP	Platinum BSP
Minimum Monthly Spend for BSPs	$300	$3,000	$10,000	$25,000
	€225	€2,250	€7,500	€18,500
Zimbra Standard Level Support	✓			
Zimbra Premier Level Support		✓	✓	✓
Not for Resale License (NFR) Partners using Zimbra for demonstration or non-production use. (Not for Internal Use & Not for Resale)	✓	✓	✓	✓
Customer Support Zimbra requires its Service Provider partners to provide customer support via both email and phone, ensuring that customers can receive assistance in the most convenient way for them.	✓	✓	✓	✓
Sales Training: Zimbra Sales & Sales Engineer Partners must complete Zimbra Sales and Sales Engineer training.	✓	✓	✓	✓
Customer Satisfaction Zimbra requires its partners to maintain high customer satisfaction ratings, which are assessed through customer surveys and interviews.	✓	✓	✓	✓

BSP Partner Benefits: Marketing, Sales, & Enablement	Authorized BSP	Silver BSP	Gold BSP	Platinum BSP
Marketing Development Funds (MDF) Funding for lead generation and market development programs to top-performing partners on a case-by-case basis.		✓	✓	✓
Priority for leads referrals from Zimbra Zimbra prioritizes and distributes Zimbra-sourced leads to partners.		✓	✓	✓
Priority Listing on zimbra.com Zimbra promotes qualified partners in the Zimbra Partner Directory on zimbra.com.	✓	✓	✓	✓
Partner press release/PR, and Case Studies Zimbra prioritizes joint-marketing efforts for premium status partners. This includes linking to the Zimbra Blog.		✓	✓	✓
Co-Selling Support (must be approved) Zimbra provides co-selling assistance on a case-by-case basis for deals registered in the Zimbra Partner Portal.		✓	✓	✓
Zimbra Partner Logo Zimbra permits the use of its logo on partner materials, including websites, collateral, and business cards, if it complies with Zimbra's branding policies.	✓	✓	✓	✓
Zimbra Sales & Marketing: Zimbra provides sales and marketing materials through the Zimbra Partner Portal, allowing for localization options.	✓	✓	✓	✓
Partner Welcome Pack: Zimbra collaborates with partners to enhance time-to-revenue and long-term success. Onboarding resources and Road to Success plans are available in the Partner Portal.	✓	✓	✓	✓
Zimbra Partner Portal Access: Zimbra has a partner-only portal for accessing business and technical updates, road maps, collateral and more.	✓	✓	✓	✓
Periodic Partner-Only Webinars and Communications Zimbra provides partner-only webinars and communications to foster a knowledgeable and capable partner ecosystem.	✓	✓	✓	✓

Appendix B: Licensing Guidelines and FAQs

Billable Licenses

BSP "multi-tenant" (default) and "dedicated" licenses

- All provisioned mailboxes are billable (open and closed)
- If you do not want to be billed for a mailbox, it MUST BE DELETED
- Multi-tenant key(s) and dedicated keys issued via the BSP Program
- Mix and match all Class of Service on all keys, domains, etc.
- License types determined by Class of Service attributes
- NOT BILLED: Domains, Aliases, resources, and distribution lists

Non-Billable Licenses

NFR (Not for Resale), test, and demo licenses

- Not used in production
- There is no charge, and the term lasts for one year
- NFR licenses must be installed on a separate server than your Zimbra production server. Zimbra licenses **do not stack**
- To request a NFR email zimbra-partners@synacor.com

Licensing Frequently Asked Questions (FAQs)

Q: When do I receive my Contract License Key?
A: After you sign a contract with an Aggregator, the Aggregator submits the initial PO to Zimbra Order Management. The PO is processed, and your Zimbra license information will be sent to you.

Q: When do I receive my first bill?
A: If you receive your initial license before the 15th of the month, you will be billed for the calendar month in which it was issued. If you receive your initial license after the 15th of the month, you will be billed the following calendar month.

Q: How long is my license valid?
A: A license is typically valid for one calendar year, depending on your payment status.

- A 3-month or 6-month license could be issued until payments are received regularly.

Q: How do I order extra licenses (multi-tenant and/or dedicated licenses)?
A: You can request an additional key from your CSM or by emailing zimbra-partners@synacor.com. Be sure to include the number of mailboxes needed and the Class of Service for those mailboxes.

Q: Can I buy licenses in BSP Program - perpetual, yearly etc.?
A: No, you can only rent licenses in the BSP Program from your Aggregator.

Q: How do I get a free trial of Zimbra Daffodil?
A: There are two types of trials available, depending on the user's role: **End User** or **Administrator** role.

- End users who are looking to test the user interface of the email system and its collaboration capabilities are recommended to go for the Web Client trial. To begin this trial, go to https://www.zimbra.com/product/enterprise-collaboration/ and click on the **Try Web Client** button.

- Administrators who are looking to test the back-end functionalities of the software are recommended to download the Zimbra software and trial license key. To download the trial license key, go to https://www.zimbra.com/product/enterprise-collaboration/ and click on the **Get Trial License** button.

Q: What happens when my Zimbra Daffodil 60-day trial license expires?
A: When your trial license expires, basic Zimbra features (send/receive) will work, but:
- You can no longer add or delete user accounts
- All network features (like ActiveSync, Outlook Connector, Backup, Advanced Storage Management, etc.) are disabled
- Administrators see an alert message when they log into the Administration Console

Q: Can I change the Edition of a mailbox in the middle of a billing cycle?
A: **Yes,** however, you may be charged for both, depending on how the switch is made. Zimbra bills based on the highest usage each month. Therefore, if you have 308 PE mailboxes and change 1 user to SE2, resulting in a drop to 307, you will still be billed for 308 (this applies to all classes of service). Please monitor the ZURT to ensure that if this happens, it is reported to your CSM in a timely manner.

Q: What is your cancellation policy?
A: We have a 90-day cancellation policy on all BSP agreements.

Q: Who do I contact for additional questions?
A: For all questions about the BSP program, please email channels@synacor.com

Appendix C: Product Documentation and Resources

Important Guides for BSPs

Setting up Mailboxes by Class-of-Service (COS)

Links and Resources:

- Zimbra.com
- Zimbra Partner Portal (Private, Login Required)
- Zimbra Product Documentation
- Zimbra Support
- Zimbra Wiki
- Zimbra Blog
- Zimbra YouTube Channel
- Twitter
- LinkedIn
- Branding Info & Logos (Available in the partners-only, private Zimbra Partner Community)

Appendix D: Using the Zimbra Usage Reporting Tool (ZURT)

This Appendix contains answers to frequently asked questions about using the Zimbra Usage Reporting Tool (ZURT).

- Overview of the Zimbra Usage Reporting Tool
- Using the Zimbra Usage Reporting Tool
- Data Storage and Delivery
- Zimbra Licensing Guidelines for Business Service Providers

Using the Zimbra Usage Reporting Tool (ZURT)

What is ZURT?

Zimbra uses in-house technology to capture product usage data from the Zimbra server via the ZURT.

Why is Zimbra using the ZURT?

The ZURT automates the usage reporting process, enabling Zimbra to obtain accurate product usage data promptly for billing purposes.

How do we set up the ZURT?

The Zimbra administrator creates products on the Zimbra server by configuring a Class of Service (COS) for each mailbox edition. This involves enabling specific attributes or features for each COS, based on the Zimbra Product Feature Comparison Guide and following the instructions in the Zimbra BSP Product Configuration Guide. The administrator then installs the ZURT client application on the Zimbra server, using the instructions provided with the software.

How does the ZURT work?

The ZURT captures usage data, including the number of licenses provisioned and the attributes enabled for each license (attributes determine the mailbox edition by COS). Zimbra receives the usage data, which is accessible via the ZURT user interface. Through this interface, the Business Service Provider (BSP), the Aggregator, and Zimbra can view aggregated usage data in the following formats:

- Usage gauge
- Table view
- CSV-formatted Excel data sheet for download and further processing

Where to download the ZURT?

The ZURT is available in the Zimbra Partner Portal.

How does the ZURT count mailboxes?

The ZURT counts billable licenses based on:

- The number of licenses provisioned.

- The attributes enabled for each of those licenses. Each set of attributes makes up a mailbox edition (Professional, Standard, Business Email Plus and Business Email), also known as Class of Service (COS).

Example: If the GAL is enabled when you set up a specific COS, the ZURT reports those as Standard Edition (or Professional Edition, if any Professional Edition attributes are enabled for that COS).

How does the ZURT benefit me?

The ZURT provides:

- Automated usage reporting, rather than manually extraction
- Reduced errors caused by human mistakes
- Timely reports each month
- Transparency
- Ability to correct discrepancies
- Exporting for billing purposes
- Insurance that Zimbra is generating information fairly from all partners

Am I required to use the ZURT?

Yes, all Zimbra BSPs are required to use the ZURT.

Can BSPs opt out of using the ZURT and use another method to count usage?

No, all BSPs are required to use the ZURT, which simplifies the process of extracting reports from the Zimbra server.

Data Storage and Delivery

How does Zimbra safeguard my customer's data?

The ZURT does not gather specific customer or domain information.

What data is the ZURT accessing?

The ZURT only accesses data related to the servers where your Zimbra licenses are installed and the number of mailboxes in each COS. It does not collect domain or user data, nor does it capture personally identifiable information such as passwords, message content, or other sensitive data.

How is the data being delivered?

Data is delivered to the ZURT server using the Zimbra server.

How often is the data being accessed and delivered?

The ZURT captures daily usage data on a daily basis.

Are BSPs still required to extract mailbox counts and send usage reports to the Aggregators?

No, Zimbra sends the master ZURT report to the Aggregator at the beginning of each month. BSPs are responsible for monitoring their own usage and reporting any discrepancies as soon as they are identified. Report errors to channels@synacor.com.

Who and when do we report mailbox usage to?
Mailbox usage must be reported to the Aggregator by the 5th of each month. All Zimbra usage must be reported, even if it is for just one mailbox. Zimbra's credit and resources are allocated based on the monthly usage reported by all BSPs.

Important! *If Zimbra payments from a BSP are more than 30 days late, Zimbra may reduce license activations to zero and change support to 'no support' without notice. If payments are 60 days late, Zimbra may request the Aggregator to terminate the BSP contract for non-compliance.*

Can a single ZURT instance gather data from multiple Zimbra server farms?
Run one instance of the ZURT for each Zimbra server environment (single or multiple servers) with a unique LDAP master. For more information, see step 3: Installing the ZURT client application.

Does the ZURT need to be installed on a Zimbra server?
Yes. The ZURT needs to be installed on every server running your Zimbra License (e.g. if you have the license running on 3 servers, you have to install the ZURT on those 3 servers. The servers should have different names: server1, server2, server3).

Appendix E: Zimbra Usage Reporting Tool – Installation and Use

This Appendix covers Zimbra Usage Reporting Tool (ZURT) installation and usage.

Installation Requirements

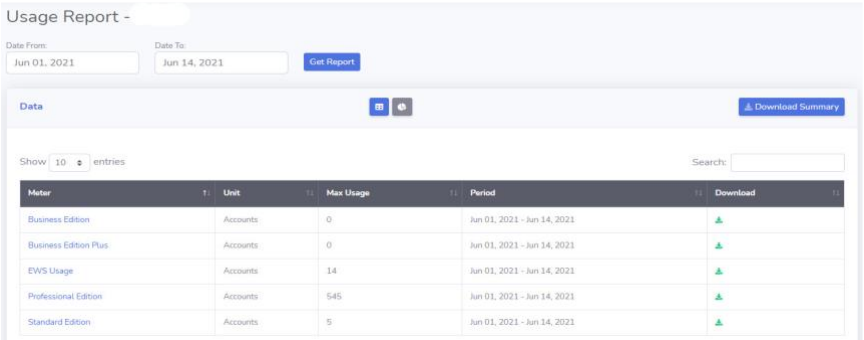
- The ZURT client application installer package
- Java 1.6 or higher

Installing the ZURT client application

1. Download the current ZURT from the Zimbra Partner Portal.

Using the Zimbra Usage Reporting Tool

To launch the ZURT and view usage reports, follow these steps:

1. Email channels@synacor.com to request access.
2. You will receive an email with a password reset link.
3. Click here to open the ZURT portal.
4. Enter your login ID and password and click Login.

You can view your usage in the ZURT Portal. To check daily usage, select the desired Class of Service and scroll down. For detailed instructions, refer to the 'How to Use the ZURT Portal' document in the Partner Portal.