bitwarden

VAULTWORKS / PARTNER JOURNEY

From seller choice to repeatable channel revenue.

Five moments that connect partner execution to customer value. Clear owners. Observable proof. A repeatable path to growth.

OPERATING FRAMEWORK	BUILD A reason to lead with Bitwarden	ACTIVATE Turn readiness into paid wins			EXPAND Grow what works
	01 **Choose** →	02 **Prepare** →	03 **Create demand** →	04 **Win** →	05 **Grow**
BUYER QUESTION	**Why change?** Credential risk or workflow pain is clear.	**Why Bitwarden?** Value case and buying criteria are agreed.	**Why act now?** Priority, sponsor and next step are confirmed.	**Can we prove it?** Success criteria are met; purchase is approved.	**Are we getting value?** Adoption is demonstrated; the next need is defined.
PARTNER ACTION	**Pick the opportunity** Name a champion. Choose target accounts and a customer use case.	**Practice the play** Train the trainers. Rehearse discovery, value story and demo.	**Mobilize sellers** Run co-branded campaigns and joint prospecting. Qualify and accept leads.	**Execute together** Co-sell, validate fit and manage procurement through a shared plan.	**Deliver and expand** Implement and migrate. Drive adoption, renewal and relevant expansion.
VAULTWORKS ENABLES	**Commercial confidence** Offer and deal rules Partner fit checklist Approved internal-use rights	**Seller readiness** Train-the-trainer academy Customer proof and sales kits Technical validation guide	**Marketing Excellence** Co-branded campaign kits Performance-based MDF Lead routing to named sellers	**Deal execution** Registration and protection Named AE / SE support Digital deal room + SPIFF rules	**Repeatable growth** Adoption and services plays Renewal and expansion plans Cohort performance scorecard
ACCOUNTABLE STAGE LEAD	**Channel account manager** Partner principal commits.	**Enablement lead** Partner champion teaches; technical team validates.	**Partner Marketing lead** CAM assigns seller follow-up.	**Named partner seller** Bitwarden AE / SE supports the joint execution plan.	**Partner success lead** CAM owns growth review.
EVIDENCE TO ADVANCE	**Committed partner plan** Named sellers + target accounts	**Demonstrated readiness** Champion can teach the play	**Accepted opportunity** Buyer need + next meeting	**Verified paid win** Purchase + success handoff	**Repeatable customer value** Adoption + renewal / repeat win

← Win / loss, adoption and contribution improve the next play. ↵

SHARED OPERATING BACKBONE PRM / CRM | Lead routing and deal registration | Approved assets | Revenue attribution and scorecards

GIVONN OWNS THE SYSTEM AND CHANNEL REVENUE OUTCOMES. Scale when repeat paid wins and viable economics support it.

Proposed operating model | Roles and stage criteria to agree with Matt | Existing partner processes to validate before launch

Givonn Jones