bitwarden

VaultWorks
PARTNER REVENUE ROADMAP
PARTNER PROGRAM CONCEPT

Win your next deal with Bitwarden.

Prove customer value. Build lasting relationships. Grow recurring revenue.

WHY LEAD WITH BITWARDEN Open-source password management. Zero-knowledge encryption. Enterprise controls.

BUILD

Choose your play

Know why to lead with Bitwarden.

Choose target accounts and a customer problem. Name the partner seller and Bitwarden contact; agree commercial terms.

PROPOSED VAULTWORKS SUPPORT

Approved internal use + customer-fit guidance.
Open Vault Advocacy

Named seller + Bitwarden contact

01

ACTIVATE

Create demand

Give the buyer a reason to act.

Create demand through a campaign or referral. Register qualified deals; agree ownership and protection terms before technical validation.

PROPOSED VAULTWORKS SUPPORT

Campaign kits + co-marketing funds.
Zero-Trust Champions League

Qualified need + agreed deal ownership

02

ACTIVATE

Prove customer value

Give the buyer confidence to choose.

Your technical champion and Bitwarden SE agree success criteria, scope the trial and validate customer fit.

PROPOSED VAULTWORKS SUPPORT

Train-the-trainer + technical validation.
Transparent Masters Academy

Customer validates agreed outcomes

03

START WITH ONE CUSTOMER

YOUR REVENUE PATHS

License sales. Managed services. Migration. Adoption. Expansion.

BUILD YOUR NEXT WIN PLAN

Bring one account, customer need and target date to your Bitwarden contact. Agree the owner, support and next step.

New partner? Connect with Bitwarden

YOUR DESTINATION

Repeat business. Recurring growth.

EXPAND

Expand the relationship

Earn repeat business with proven value.

Your account owner reviews adoption and outcomes. Expand seats or products where needs justify it. Ask for a reference.

PROPOSED VAULTWORKS SUPPORT

Value-review templates + expansion plays.
Investment guided by customer and revenue proof.

Renewal, expansion or a new referral

06

EXPAND

Deliver and adopt

Build services around customer success.

Name a partner delivery lead for migration, setup and adoption services. Agree customer training and success reviews.

PROPOSED VAULTWORKS SUPPORT

Deployment playbooks + service templates.
Adoption guidance + escalation contacts.

Customer live + adoption measured

05

ACTIVATE

Win the deal

Turn the opportunity into paid business.

Partner and Bitwarden sellers agree the close plan. Resolve procurement and confirm the deployment owner before handoff.

PROPOSED VAULTWORKS SUPPORT

Co-sell support + clear close plans.
Illustrative SPIFF: $500 / $1,000 total.*

Paid conversion + clear handoff

04

*Illustrative SPIFF, subject to approval: $500 per net-new 250+ seat Enterprise paid conversion; $1,000 total with eligible paid product attach. Product availability and payout terms to be confirmed.

VaultWorks is a proposed program by Givonn Jones. Benefits, funding, deal protection and eligibility require approval. Existing Bitwarden product capabilities and public resources form the foundation.

Bitwarden business capabilities | Customer Success Hub | Partner learning resources | Partner-facing concept