

PARTNER PROGRAMME

Sales Partner Pack

The four partner tracks, the portfolio you would sell, the territories being appointed and the commercial terms.

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We build the software; we would rather you sold it where you already have the relationships. Tech Style Ltd is looking for referral partners, resellers, implementation partners and country distributors to take our products and services into their own regions — across Europe, the Middle East, Africa, South and Southeast Asia, and the Americas.

Partner tracks	Four — referral to distributor
Products	Rutba Suite (19) plus 10 point products
Services	Fifteen practice areas
Territories	Nine regions, appointing now

WHY PARTNER WITH US

A portfolio worth carrying

Plenty of vendors will hand you a brochure. What makes a territory profitable is a product that is genuinely finished, a margin you can build a business on, and someone who picks up the phone when a deal is on the line.

Software that already runs

We are not selling a roadmap. Rutba Suite, Rutba Vision, TrustList, Media FileServer and the rest are built, deployed and in use — several of them by us, to run our own business. You can demo them on day one.

Land small, expand for years

The Rutba Suite is twenty products on one shared backend. Your customer buys the one thing they need this quarter; every product after that slots in without a migration — and each one is your renewal.

The customer stays yours

On the reseller and distributor tracks you hold the contract, the invoice and the relationship. We register your deals and protect your territory, so you are never bidding against the vendor you represent.

Engineers behind you, not a queue

Presales questions go to the people who wrote the code. We join your calls, size the work with you and answer the awkward technical question before it costs you the deal.

Recurring, not one-and-done

Licences renew, seats grow and services follow the software. A partner who signs ten accounts in year one starts year two with those ten still paying.

Deploy where the data has to live

Our cloud, your cloud or your customer's own hardware. Data-residency rules that rule other vendors out of a tender are usually a reason we win one.

FOUR WAYS TO WORK WITH US**Pick the track that matches your business**

Start on the lightest one and move up when it suits you — plenty of partners begin by referring a single deal and end up holding a territory.

Referral partner

You spot the opportunity and make the introduction; we run the sales cycle, deliver and support. You are paid a fee on every deal that closes. No targets, no commitment and no technical work — the natural first step for consultants, accountants and agencies whose clients keep asking the same questions.

Reseller

You buy at partner pricing and sell at your own. You own the quote, the invoice, the renewal and the customer relationship; we license the software and stand behind it with second-line support. Suited to established B2B software and IT-services businesses with a working sales team.

Implementation partner

You handle configuration, data migration, integration and training — and keep every penny of that services revenue — on top of partner pricing for the licences. For systems integrators and ERP consultancies who would rather deliver on a product they can shape than build one from scratch.

Country distributor

An exclusive territory, distributor pricing, the right to appoint and support sub-partners beneath you, local billing in local currency and first-line support in local language. The most demanding track and the most rewarding — it comes with a territory plan and an agreed target.

THE PORTFOLIO

What you'd be selling

Three families, and you are free to take one, two or all of them. Most partners lead with whichever line matches the sector they already sell into, then widen out.

Rutba Suite — the back office

Twenty products across three lines, sharing one customer list, one catalog and one set of books: the business suite (CRM, marketing, commerce, inventory, orders, manufacturing, people, books), the workspace (mail, drive, docs, sign, chat, meet, calls) and the platform services underneath (send, media, social, studio, vision). See the whole suite >

Point products

Standalone systems that win on their own merits and often open the door to the suite — AI video analytics, procurement intelligence, database migration tooling, media infrastructure and mail delivery. Browse the products >

Services

Fifteen practice areas you can resell as projects, from Oracle > PostgreSQL migration and ERP implementation to AI solutions, cloud, data engineering and DevOps — delivered by us under your brand, or jointly with your team. See the service lines >

Sellable lines and the buyers they suit

LINE		
	WHAT IT IS	WHO BUYS IT
Rutba Suite	Twenty back-office, workspace and platform products on one shared backend	SMEs and mid-market firms replacing a patchwork of disconnected systems
Rutba Vision	AI video analytics over existing CCTV — detection, counting, alerting	Retail, logistics, manufacturing, facilities and security integrators
TrustList	Procurement intelligence and supplier directory platform	Buyers, trade bodies and marketplaces that need verified supplier data
Rutba ERP	Modular business management — POS, inventory, manufacturing, HR, payroll, accounting	Distributors, manufacturers and multi-branch retailers
pgrecon & Paritas	Oracle > PostgreSQL reconnaissance, effort estimation and compatibility	Enterprises and public bodies under pressure to leave Oracle licensing

LINE		
	WHAT IT IS	WHO BUYS IT
Media FileServer	Media origin, transformation and AI-enriched asset management	Publishers, e-commerce, agencies and anyone with a large asset library
Rutba MTA	Self-hosted mail transfer and transactional delivery infrastructure	SaaS vendors and hosts who need deliverability they control
Strapi Remote Backup Pro	Scheduled off-site backup and restore for Strapi installations	Agencies and hosts running Strapi for clients
JSON Compress	A wire format that shrinks JSON payloads, with six language implementations	API-heavy platforms and mobile-first products paying for bandwidth
Professional services	Fifteen practice areas — transformation, migration, AI, cloud, data, DevOps	Any account that needs the work done as well as the licence sold

WHERE WE'RE APPOINTING

Territories open to partners

We appoint per territory and per line, so two partners in the same country can each hold a portfolio without competing. If your market is not listed, ask anyway — the list below is where we are looking hardest, not a boundary.

OPEN

UK & Ireland

Open United Kingdom · Ireland We are based here and sell direct, so we appoint partners for the sectors and service lines we do not cover ourselves — and we will tell you exactly which accounts are already ours before you sign anything.

PRIORITY

Western & Northern Europe

Priority Germany · Netherlands · Belgium · France · Spain · Portugal · Italy · Switzerland · Austria · Denmark · Sweden · Norway · Finland

OPEN**Central & Eastern Europe**

Open Poland · Czechia · Slovakia · Hungary · Romania · Bulgaria · Croatia · Serbia · Greece · Estonia · Latvia · Lithuania · Türkiye

PRIORITY**Middle East & GCC**

Priority United Arab Emirates · Saudi Arabia · Qatar · Kuwait · Oman · Bahrain · Jordan · Iraq Strong demand for AI surveillance, ERP and data-residency deployments. Local billing and Arabic-language first-line support are worth real margin here.

OPEN**South Asia**

Open Pakistan · India · Bangladesh · Sri Lanka · Nepal · Maldives We already operate Rutba.pk in Pakistan; partners are welcome on the enterprise ERP, Vision and services lines.

PRIORITY**Africa**

Priority Nigeria · Kenya · Ghana · Egypt · Morocco · Tunisia · South Africa · Tanzania · Uganda · Rwanda · Senegal · Côte d'Ivoire

OPEN**Southeast Asia**

Open Malaysia · Singapore · Indonesia · Philippines · Vietnam · Thailand

OPEN**North America**

Open United States · Canada

ENQUIRE**Latin America & Oceania**

Enquire Brazil · Mexico · Colombia · Chile · Argentina · Australia · New Zealand

One partner per line, per territory.

Exclusivity is earned rather than granted on day one: it attaches to a track, a set of product lines and an agreed target, and it is written into the partner agreement. Deal registration protects your pipeline from the moment you start selling, exclusive or not.

PARTNER ENABLEMENT**What you get from us**

A partnership is worth what the vendor puts into it. Here is what is included on every track, at no cost to you.

Partner pricing

A margin agreed per line and per territory, set out in writing before you sell anything.

Deal registration

Register an opportunity and it is yours. No other partner — and no one from our side — works it behind you.

Demo tenant & sandbox

Your own live environment for demos, trials and proof-of-concepts, with sample data you can reset.

Training & certification

Product and sales training for your team, with a certification path for implementation partners.

Presales support

An engineer on your call for scoping, architecture, security reviews and tender responses.

Marketing kit

Decks, brochures, one-pagers, product imagery and co-branded landing pages you can put your own name on.

Second-line support

A named escalation path into our engineering team, with response commitments in the agreement.

Flexible deployment

Our cloud, your cloud or on-premises — whatever a data-residency requirement in your market demands.

A voice in the roadmap

Language, currency, tax and compliance requests from partners with live pipeline carry real weight in what we build next.

COMMERCIAL FRAMEWORK

How the money works

Who does what, and how you are paid for it. The numbers themselves belong in your agreement rather than on a web page — see the note below.

Responsibilities and remuneration by partner track

TRACK	YOU DO				COMMITMENT
	WE DO		HOW YOU EARN		
Referral	Introduce and qualify the opportunity	Sell, contract, deliver and support	A referral fee on invoiced revenue from every deal that closes	None	
Reseller	Sell, quote, invoice and own the customer	License the software and provide second-line support	A discount off list — you set your own price and keep the difference	An agreed annual target	
Implementation	Sell, then configure, migrate, integrate and train	License the software and back you technically	Partner pricing on licences, plus all of your own services revenue	Certified staff on your team	
Distributor	Run the territory, appoint sub-partners, bill and support locally	License, engineering, escalation and territory protection	Distributor pricing, plus margin on every sub-partner beneath you	A territory plan and an agreed target	

Why there are no percentages on this page.

Margin that works in one market is unsellable in another — local pricing, taxes, competition and cost of sale all differ. We would rather agree a number that lets you build a real business in your territory than publish one figure and defend it everywhere. Tell us your market and the lines you want, and you will have concrete numbers before the second call.

Who we're looking for

We are not chasing a long list of logos. A handful of partners who genuinely sell is worth more than fifty who signed an agreement and went quiet.

What matters

An established business selling B2B software or IT services in your market · A team that can run a first demo and a first conversation without us on the call · Existing relationships in at least one sector we serve · The ability to invoice, contract and support in local language and currency · Reference customers you can point to · A named person who owns the partnership on your side

Sectors where we already win

Retail and multi-branch commerce · Distribution, wholesale and logistics · Manufacturing and light industry · Professional services and agencies · Security, facilities and physical infrastructure · Public sector and regulated industries under data-residency rules · Enterprises carrying an Oracle licensing problem

What you don't need.

A large team, deep expertise in our stack, or a commitment to exclusivity before you have sold anything. We train, we support, and we would rather you started small and proved the market than signed a target you cannot hit.

FROM FIRST CONTACT TO FIRST DEAL

How becoming a partner works

Typically a few weeks end to end. No lengthy vetting programme and no joining fee.

STEP 1**Apply**

Tell us your market, the sectors you sell into and which lines interest you. The form at the bottom of this page takes two minutes.

STEP 2**Intro call**

Thirty minutes, both directions. What you sell today, what we have already sold in your region, and whether the fit is real.

STEP 3**Demo & enablement**

A sandbox tenant of your own, a full product walkthrough, partner pricing and the answers to your technical questions.

STEP 4**Agreement**

Track, territory, product lines, margin, targets and support commitments — all in writing, all agreed before you start.

STEP 5**First deal, together**

We join your first pitches, help you scope and quote, and stay on the call until the first one closes. After that the territory is yours to run.

BEFORE YOU APPLY**Questions partners usually ask****Do I have to take the whole portfolio?**

No. Take one line if that is what your market wants. Most partners lead with a single product they already have buyers for, and add lines as the relationship proves itself.

Who owns the customer?

On the reseller, implementation and distributor tracks, you do — your contract, your invoice, your renewal. On the referral track we hold the contract and pay you a fee on it.

Do you sell direct in my territory?

In the UK, yes, and in Pakistan through Rutba.pk. Anywhere else we sell direct only until a partner is appointed. Either way we will tell you which accounts are already ours before you sign, not after.

Is exclusivity available?

Yes, by territory and by line, tied to an agreed target. It is not granted on day one — but deal registration protects your pipeline from your first opportunity onward, exclusive or not.

What about data residency?

Deploy in our cloud, in your own cloud account, or on your customer's hardware. Requirements that disqualify other vendors from a tender are often the reason we are shortlisted.

Which languages are supported?

The interfaces are English today. Localisation is roadmap-driven, and a partner with live pipeline asking for a language, currency or tax regime is the strongest input we get.

Is there a joining fee or stock commitment?

Neither. No fee to join, nothing to buy up front and no minimum order — you carry software, not inventory.

Can I white-label the products?

On the distributor track, and for specific lines, yes — we discuss branding, packaging and OEM arrangements case by case rather than ruling them out.

CONTACT**Talk to us**

Tech Style Ltd is a UK technology company building enterprise software, procurement intelligence and AI platforms. Tell us what you are trying to do and we will tell you honestly whether we are the right people for it.

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