



Parallels Desktop Partner Program

A complete guide

Build your Parallels Desktop business, develop your expertise, and access resources designed to help you support customers and grow.



The Parallels Desktop Partner Program

More organizations are adopting Macs, but many still depend on Windows applications, development tools, and established business workflows.

Parallels Desktop helps partners address that challenge by giving customers a way to use the Windows applications they need on Mac—without maintaining separate Windows hardware.

The Parallels Desktop Partner Program is designed specifically for partners selling and supporting:

- [Parallels Desktop for Business](#)
- [Parallels Desktop for Enterprise](#)

The program gives partners a clear path to build product expertise, develop customer opportunities, and access additional sales and strategic resources as their Parallels Desktop business grows.

Partner benefits

Partners can access resources designed to help them learn, demonstrate, sell, and support Parallels Desktop.

Authorized and Premier benefits

- Partner Portal access
 - On-demand webinars and sales training
 - Live sales enablement training
 - Partner locator listing
- Joint partner case study development
 - NFR licenses
 - Customer support
 - Technical support

Additional Premier benefits

- Premier partners can also access:
- Deal registration incentives
 - Presales support
 - Account management and business planning support

Benefits depend on program level, eligibility, and applicable program terms.

Partner Program Levels

Authorized

The Authorized level gives partners a foundation for building their Parallels Desktop practice. Partners gain access to training, Partner Portal resources, NFR licenses, customer and technical support, and increased visibility to strengthen product knowledge and begin pursuing customer opportunities. Certification is optional at this level, allowing partners to develop their sales and technical expertise as their business grows.

Premier

Partners can advance to the Premier level by growing their Parallels Desktop business and strengthening their internal expertise. Premier partners meet the applicable annual revenue target and maintain the required number of qualified sales, technical, and advanced technical professionals. Premier status provides access to additional resources that support opportunity development and business growth, including deal registration incentives, presales support, account management, and business planning assistance.

The current program structure uses **\$15,000 USD in annual Parallels Desktop revenue** as the dividing point between Authorized and Premier participation.

 REQUIREMENTS		
Partner application and approval	✓	✓
Annual revenue goal (total)	Less than \$15,000 USD	More than \$15,000 USD
Parallels logo on partner website	Required	Required
PD Sales Professional	Optional	2 Sales
PD Technical Professional	Optional	2 Technical
PD Technical Advanced	Optional	1 Technical Advanced

Training and certification

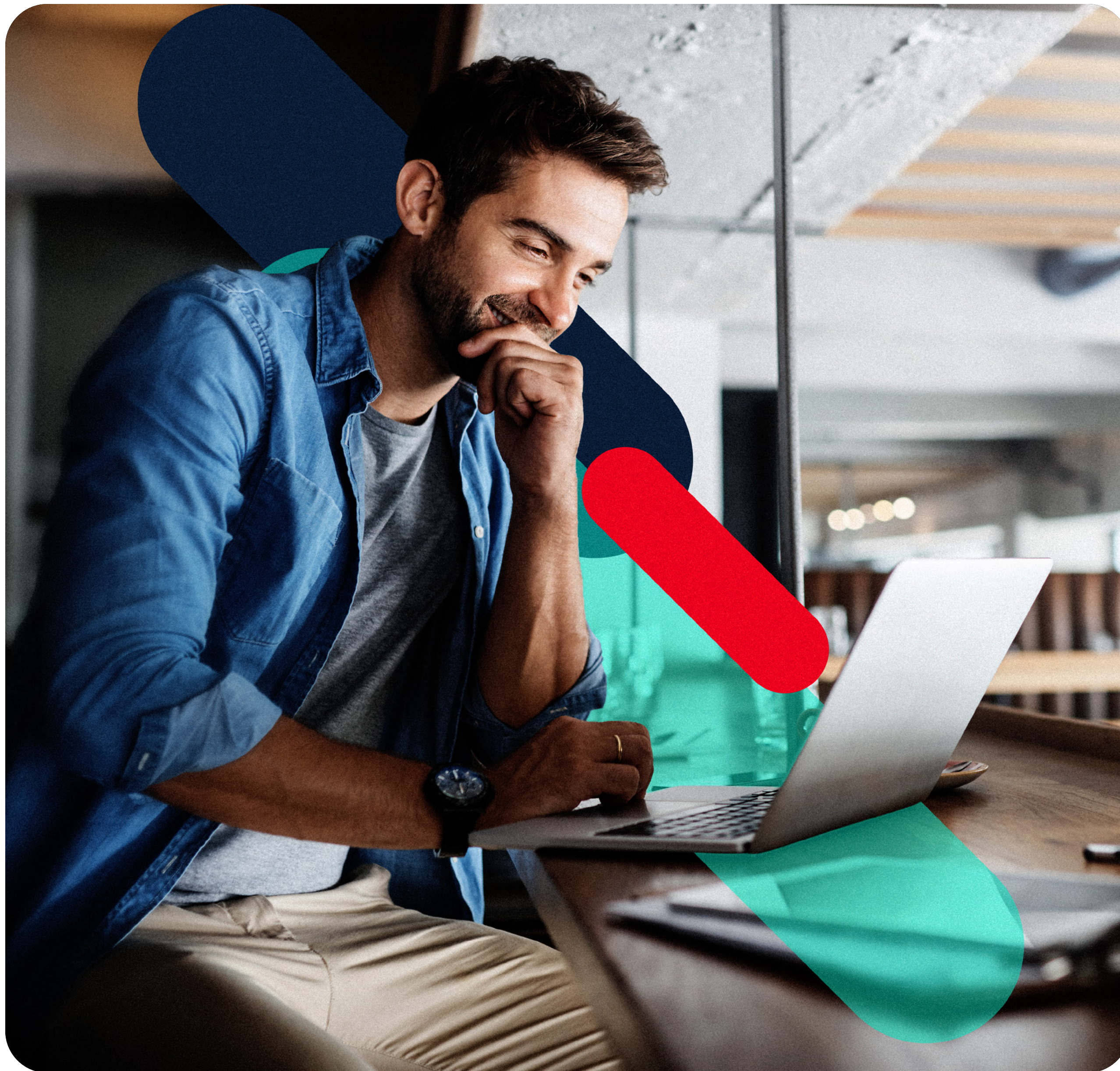
Parallels provides sales and technical enablement to help partners build the expertise needed to position, sell, and support Parallels Desktop.

Relevant certifications include:

- PD Sales Professional
- PD Technical Professional
- PD Technical Advanced

Authorized partners can pursue certification at their own pace as their Parallels Desktop business develops.

Premier partners maintain a deeper level of expertise across their organization, including two qualified sales professionals, two qualified technical professionals, and one advanced technical professional.



Getting started with the Program

Program onboarding

After a partner application is approved, Parallels provides access to the resources available for that partner's program level.

The Partner Portal is the main hub for partner activity. Partners can use it to access program information, training, product resources, sales tools, marketing assets, and available partner opportunities.

Build product knowledge

Partners can strengthen their Parallels Desktop expertise through available sales and technical training.

On-demand resources support self-paced learning, while live enablement can help teams build skills in areas such as solution positioning, competitive differentiation, and sales execution.

NFR licenses also give eligible partner teams hands-on access to Parallels Desktop for:

- Demonstrations
- Testing
- Training
- Technical evaluation
- Proof-of-concept activities

Using the product internally can help sales and technical teams build practical knowledge before taking Parallels Desktop into customer conversations.

Develop customer opportunities

Premier partners can register qualifying new sales opportunities for deal registration incentives.

Deal registration is designed to recognize eligible opportunities identified and developed by partners and provide additional support for partners investing in new customer business.

Parallels Desktop partners can submit qualifying deals through the **Partner Portal > Deals > Add deal**.

Premier partners can also access presales support for qualifying customer opportunities, providing additional Parallels expertise when product or technical questions arise during the sales process.

Program at a Glance

Parallels Desktop Partner Program requirements and benefits

REQUIREMENTS		
Partner application and approval	✓	✓
Annual revenue goal (total)	Less than \$15,000 USD	More than \$15,000 USD
Parallels logo on partner website	Required	Required
PD Sales Professional	Optional	2 Sales
PD Technical Professional	Optional	2 Technical
PD Technical Advanced	Optional	1 Technical Advanced
BENEFITS		
Partner Portal access	✓	✓
On-demand webinars and sales training	✓	✓
Live sales enablement training	✓	✓
Partner locator listing	✓	✓
Joint partner case study development	✓	✓
NFR licenses	✓	✓
Customer support	✓	✓
Technical support	✓	✓
Deal registration incentives		✓
Account management and business planning support		✓
Presales support		✓

Requirements and benefits depend on program level, eligibility, and applicable program terms.

Getting more from the Program

Build your Parallels Desktop expertise

Customers adopting Mac may still depend on Windows applications, development tools, and established business workflows. Understanding this challenge—and how Parallels Desktop addresses it—gives partners a stronger foundation for identifying and developing opportunities.

Partners can leverage available training and certification programs to deepen their sales and technical expertise. Authorized partners can build these capabilities at their own pace, while Premier partners must maintain the required sales, technical, and advanced technical certifications for their program level.

Grow from Authorized to Premier

Progression through the program reflects the development of your Parallels Desktop business and internal expertise. Authorized partners can use the program’s training, product resources, NFR licenses, support, and visibility to strengthen their practice and develop customer activity.

As annual Parallels Desktop revenue grows and the required certifications are achieved, partners can qualify for Premier and gain access to additional sales and strategic support.

Build visibility and customer credibility

Authorized and Premier partners can be included in the Parallels partner locator, helping customers identify qualified partners and giving partners greater visibility in the market.

Parallels can also collaborate with eligible partners to develop customer success stories that demonstrate business value and measurable outcomes. These case studies help partners build credibility by showing prospective customers how Parallels Desktop is used successfully in real-world environments.

Premier partners can further strengthen their engagement with Parallels through account management and business planning support focused on opportunities, pipeline development, and growth priorities.

Questions or Feedback?

Contact your Parallels sales representative or access available program information and resources through the Partner Portal.

[Access the Partner Portal](#)

Become a Parallels Desktop Partner

APPLY NOW

