

# **BITRIX24 PARTNER PROGRAM RULES AND REGULATIONS**

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## DEFINED TERMS

For the purposes of this document, the following terms have the respective meanings set forth below:

(a) “**Applicant**” shall mean an organization or entity that **intends to become a Partner of Bitrix24**.

(b) “**Application**” shall mean a request to become a Bitrix24 Partner submitted via the web form located at <https://Partners.bitrix24.com/>.

(c) “**Bitrix24**” shall mean a legal entity as defined in “Section 12: Contracting Party” herein.

(d) “**Bitrix24 Products**” shall mean software products available for purchase at the Bitrix24 store.

(e) “**Bitrix24 Store**” shall mean Bitrix24 partner store located at [https://store.bitrix24.com/profile/partner\\_pricing.php](https://store.bitrix24.com/profile/partner_pricing.php) or other domains.

(f) “**Internal Bonus Account**” shall mean Partner’s account in the Bitrix24 store to accumulate bonuses that can be used to get discounts while purchasing Bitrix24 Products.

(g) “**New client seats target**” shall mean the minimum number of new user seats that a partner is required to secure during 1 year after the last Partner Status confirmation from clients who meet the following criteria: (i) the client has not previously held any paid Bitrix24 subscription or license; and (ii) the client maintains a paid Bitrix24 subscription for a period of no less than six consecutive months. Each user seat shall be counted as one seat based on the subscription plan’s included user limit, whether under a Cloud subscription plan or an On-Premise license edition.

(h) “**Partner**” shall mean an organization or entity that fits the requirements and participates in the Bitrix24 Partner Program.

(i) “**Partner Account**” shall mean a user account linked to the Partner Dashboard with access to the Partner Profile and the Bitrix24 store.

(j) “**Partner Dashboard**” shall mean a section of the Website located at <https://Partners.bitrix24.com/> or such other URL listed in “Section 12.2: Bitrix24 Websites” herein.

(k) “**Partner points**” shall mean the units of value assigned to a partner based on qualifying activities as listed in the corresponding section of this document. Partner points are accrued to determine the partner’s ranking in the partner directory and are valid for one year from the date of issuance.

(l) “**Partner Profile**” shall mean a webpage located at <https://Partners.bitrix24.com/private/index.php> containing a Partner’s information based on the submitted Application.

(m) “**Partner Program**” shall mean the partnership program of Bitrix24 which determines the procedures and conditions for the establishment and dissolution of a partnership between Bitrix24 and a Partner.

(n) “**Partner Section**” shall mean a Partner’s special section on the Website located at <https://www.bitrix24.com/Partners/>, <https://www.bitrix24.eu/Partners/> or such other URL listed in “Section 12.2: Bitrix24 Websites” herein.

(o) “**Partner Status**” shall mean a Partner’s level in the Partner Program and corresponding benefits and requirements.

(p) “**Referral Link**” shall mean a link to the Website that contains a special parameter (Partner ID). By following the referral link and registering a Bitrix24 Cloud account, a client becomes linked to a certain Partner.

(q) “**Sales target**” shall mean the minimum total amount of Bitrix24 Products purchases made in Bitrix24 Store with Partner discount during 1 year after the last Partner Status confirmation.

(r) “**Website**” shall mean the Bitrix24 website located at <https://www.bitrix24.com/> or <https://www.bitrix24.eu/> or such other URL listed in “Section 12.2: Bitrix24 Websites” herein.

(s) “**Zero activity**” shall mean absence of partners activity and efforts to promote, resell and support Bitrix24 products including, but not limited to, such as: reselling Bitrix24 products to end users, endorsing Bitrix24 products on partners company website, providing support and consultations to potential clients.

## 1. PARTICIPATION IN PARTNER PROGRAM

### 1.1. Qualified Participants

Any person representing a legal entity registered as an IT company can partake in the Partner Program, including CRM and software integrators, Business and IT consultants, sales specialist and IT-professionals who wish to build custom solutions for their clients using Bitrix24 Products.

### 1.2. Becoming a Partner. Business profile and legal entity verification

**1.2.1.** In order to become a Partner, it is required to submit an [Application](#). By submitting an Application, an Applicant's representative confirms that the information in the Application is correct and accurate and agrees with the Bitrix24 [Privacy Policy](#). Providing false information in the Application is a violation of the Partner Program. Bitrix24 conducts a preliminary review of information provided within 1-7 business days. After that an Applicant will receive an e-mail notification with instructions on Application completion. Bitrix24 reserves the right to decline a Partner application without providing any comments or justifications.

**1.2.2.** To complete the registration in the Partner Program an Applicant is required to provide company (legal entity) information and upload electronic images of legal documents to confirm their business registration details, tax ID, and legal address. Upon submitting this information via form in the Billing and Verification section on the Partner Dashboard an Applicant's representative agrees to the terms of the [Distribution Agreement](#) on behalf of the Applicant. Verification process takes up to 7 business days. An Applicant will be notified on the result of the verification process via e-mail. An Applicant's status will also be displayed on the Partner Dashboard.

### 1.3. Acceptance to Partner Program

Upon receiving an email confirming approval of an Application as a "Bitrix Partner" a Partner shall be deemed to have entered into the Bitrix24 Distribution Agreement and to be accepted in the Partner Program.

A Partner then receives an e-mail with details about their Status in the Partner Program.

If required, a physical signed copy of the Partner Agreement can be provided to a Partner upon request.

### 1.4. Listing on Bitrix24 Website

Only Silver and Gold Partners will be listed in the Partner Section. To be listed in the Partners Section, a Partner needs to fill in all required fields in Company Profile section of the Partner Dashboard with up-to-date contact details (such as email, phone number, and postal address), including their website URL, and a brief description of their company and the relevant Bitrix24 services the Partner provides. After moderation the partners profile card will be published on the Bitrix24 websites.

Partners published on Bitrix24 Partner Directory are required to provide and maintain up to date information about Bitrix24 products and services accessible from the main page of their company website. Absent or incorrect data about Bitrix24 on partners company website will lead to removal from Bitrix24 Partner Directory.

### 1.5. Termination

The Partner Program is terminated contemporaneously with the termination of the [Distribution Agreement](#). Upon termination, a Partner loses the right to all benefits and to access to Partner Dashboard.

## 1.6. Using Bitrix24 Trademark and Copyrights

A Partner has the right to use Bitrix24 Trademarks in accordance with the [Guidelines for Using Bitrix24 Trademarks and Copyrights](#). Any use of Bitrix24 Trademarks that is not described in the guideline needs to be submitted to Bitrix24 for approval before publication.

## 1.7. Partner obligations

- 1.7.1. The Partner is responsible for independently monitoring the appearance and changes of information, notifications, and documents in the Partner's dashboard and assumes all risks associated with untimely familiarization with the relevant information, including due to loss of access to the Partner's dashboard. To avoid any doubt, any documents, notifications, or other legally significant messages sent by Bitrix24 through the functionality of the Partner's dashboard are considered properly sent and received by the recipient immediately after dispatch.
- 1.7.2. Bitrix24 reserves the right to request information from the Partner through both the Partner's Dashboard and the following communication channels: telephone, mobile phone, and email, as specified in the Partner's contacts in the partner dashboard. The Partner is obliged to provide the requested information promptly, but in any case, no later than 3 (three) calendar days from the date of receiving the request. Otherwise, Bitrix24 has the right to apply measures towards the Partner as specified in clause [PENALTIES AND OTHER MEASURES AGAINST PARTNERS VIOLATING PARTNER PROGRAM TERMS](#)
- 1.7.3. The Partner is prohibited from registering any other affiliated legal entities in the Bitrix24 Partner Program without prior notification and approval from Bitrix24. This includes any subsidiaries, parent companies, or entities under common control. The Partner must ensure transparency and maintain open communication with Bitrix24 regarding any such affiliations to prevent conflicts of interest and ensure compliance with the Partner Program's terms and conditions.
- 1.7.4. The Partner agrees to promptly notify Bitrix24 of any changes to contact information, including name, legal and postal addresses, phone numbers, email addresses, and banking details.

## 2. PURCHASING AND RESELLING OF BITRIX24 PRODUCTS

### 2.1. Purchasing Bitrix24 Products

#### 2.1.1. Bitrix24 Store and Partners' discount

All purchases should be made at the Bitrix24 Store using the account login credentials provided to Partner upon acceptance to Partner Program. The available Partner discount will depend on the [Partner's Status](#) in the Partner Program and will be reflected after the Bitrix24 product is added to shopping cart. To make payment the Partner should enter their verified billing details. All prices listed in the Bitrix24 Store do not include any applicable value added or sale taxes. Bitrix24 may add taxes or other fees to the final price in compliance with local or international laws. The Partner is solely responsible for any expenses related to local tax collection

procedures. Regarding any tax exemption Partner should consult Partner Department via e-mail specified in Contracting Party section.

### **2.1.2. Local pricing and limitations**

Bitrix24 Products are available in multiple currencies and at different prices depending on Bitrix24 Customer Account domain zone or the client's location. Local currency prices are available only to specific Bitrix24 Customer Account domain zones as specified in the [Partner F.A.Q.](#) Certain Bitrix24 Products may become unavailable for purchase or become unavailable for purchase for new clients, and/or be only available for purchase for clients currently using this option. Bitrix24 reserves the right to limit the purchase of certain Bitrix24 Products for clients until the end of their current active commercial subscription or license term. Some currencies and payment methods are only available in certain territories. Bitrix24 may change the list of Bitrix24 Products available for purchase and reselling and their prices from time to time upon a ten (10) day notice.

### **2.2. Reselling Bitrix24 Products to end-users**

Upon receiving the payment from the Partner Bitrix24 will deliver the purchased products to the e-mail address indicated in the billing details. Partner should bill the end-user for purchased Bitrix24 product **not lower** than the minimal end-user price for that product listed on the Website. The Partner may freely set up fees to end-users and further increase such fees and prices to End Users for the amounts of applicable sales, use and value-added taxes. Any relationships (including any purchases) regarding Bitrix24 Products between Partner and client should be duly executed.

### **2.3. Registering Bitrix24 Products for clients**

All purchased Bitrix24 Products must be activated and registered to the actual end-user within 7 (seven) days of the purchase date, unless otherwise specified by Bitrix24. It is the Partner's responsibility to ensure that the purchased product is duly activated and registered. For On-Premise products, specific activation and registration instructions are provided via the email containing the activation code. Bitrix24 reserves the right to deactivate any unregistered products upon the expiration of this 7-day period.

#### **2.3.1. Cloud Accounts**

When provisioning a Cloud subscription, the process is automated based on the end-user's instance. Partners must ensure they possess all client details, including the correct Cloud account URL, prior to purchase to validate the transaction.

- The end-user's account URL must be indicated at the checkout stage.
- The subscription is activated for that specific account automatically once the payment is processed.

New client Cloud account may be created through two methods: via the Partner's referral link or directly by the end-user.

#### **2.3.2. End-User Data Integrity & Restrictions**

Partners are strictly prohibited from registering Cloud or On-Premise accounts using their own contact details, Partner-owned email addresses, or any other fake/irrelevant data. All registration data must belong exclusively to the end-user.

### 2.3.3. Compliance and Penalties

Providing inaccurate or fraudulent end-user data is a material breach of the Distribution Agreement. Per Sections 3.9(i) and 3.9(j) of the Agreement, accurate data is mandatory for:

- Sanctions Screening (3.9 i): To ensure products are not distributed to Excluded Territories or Persons in contravention of export controls and economic sanctions.
- KYC Requirements (3.9 j): To fulfill “Know-Your-Customer” obligations, including corporate registration and beneficial ownership details.

Failure to comply with these data requirements or provide requested KYC documentation within the stipulated deadlines may result in the immediate suspension or termination of the Partner’s rights and privileges.

### 2.4. Territory of distribution restrictions

A Partner is obliged to follow export control and economic sanctions laws and regulations as set forth in section 3.9 of the Distribution Agreement and Company’s rules on excluded territories and persons set by Bitrix24 and provided to the Partner by any means. The list of restricted countries/territories posted on the following [link](#) and may be amended by Bitrix24 from time to time without prior notice based on the US and UN legal regulations including sanctions programs amendments.

If a certain country or territory is absent in the list at checkout, it might be unavailable for distribution now. Otherwise, additional legal or compliance procedures may be required for sales to a country/territory with increased risk. For clarifications and other questions on the subject Partner should consult Partner Department via e-mail specified in Contracting Party section before purchasing any product for such territory or person.

Reselling Bitrix24 products to a restricted territory or person is a direct violation of the Distribution Agreement and will lead to termination of the Distribution Agreement and cancelation of your Bitrix24 Partner status.

### 3. BITRIX24 PARTNER STATUSES

#### 3.1. Partner Statuses, Benefits and Requirements

There are three Partner Statuses in the Partner Program:

- Bronze;
- Silver; and
- Gold.

##### 3.1.1. Bronze Status

A Bitrix24 Partner receives Bronze Status right after approval of their Bitrix24 Partner Program Application. This is the initial and lowest Partner Status in the Partner Program.

##### **Bronze Status Requirements:**

To maintain the Bronze Status the partner is required to complete the [Bitrix Partner Program Tutorial](#) and start using Bitrix24 by claiming an NFR cloud account subscription within **90 days** from the partner application approval date. Otherwise, the Bronze status and partner participation in the Bitrix24 partner program will be cancelled.

##### **Bronze Status Benefits:**

- Free premium subscription for one Bitrix24 Cloud account ([NFR Subscription](#)); and
- [Placement of Bitrix24 apps](#) in the [Marketplace](#).

**Bronze Status Benefits available after [Bitrix Partner Program Tutorial](#) completion:**

- 20% discount on Bitrix24 Products and services; and
- Access to lead distribution program (through [Bitrix24 Implementation Requests App](#));

##### 3.1.2. Silver Status

Silver Status is the second highest status in the Partner Program. To pre-qualify for Silver Status, a Bronze Partner needs to make at least \$/€2,500 worth of sales (after a Partner discount) of Bitrix24 Products, complete a free online training course and add information about Bitrix24 Products and related services on the Partner's website.

##### **Silver Status Requirements:**

- Make at least \$/€2,500 in initial sales of Bitrix24 Products during a 12-month period to be pre-qualified for the Silver Partner status;
- Make at least 2 (two) sales of Bitrix24 products to 2(two) different clients;
- Endorse Bitrix24 Products on Partner's website(s), and provide information regarding Bitrix24 related services;
- Endorse Bitrix24 Products in Partner's social network accounts (social media shout-out via Facebook, Twitter, LinkedIn, etc.);
- Complete the required online training course ([Bitrix Partner Program Tutorial](#));

- Complete the required online training course ([Bitrix24 Partner Sales Course](#));
- Provide non-technical first-line support via email and by phone; and
- A minimum of \$/€5,000 in annual sales of Bitrix24 Products is required to maintain Silver Status.
- A minimum of 400 new user seats should be generated by partner annual sales in order to maintain the Silver Status

#### **Silver Status Benefits:**

- 40% discount on Bitrix24 Products;
- Free premium subscription for one Bitrix24 Cloud account ([NFR Subscription](#));
- Access to the lead distribution program (via e-mail and through [Bitrix24 Implementation Requests App](#));
- [Listing](#) of a Partner Profile in the Partners Section;
- Privileged rights access to clients' cloud accounts as a [Bitrix24 Partner](#);
- [Authorized Partner Support Chat](#) in client's accounts;
- [Placement of Bitrix24 apps](#) in the [Marketplace](#);
- Access to the [partner portal](#); and
- One Free [NFR Activation Key](#) for a Bitrix24 On-Premise product copy.

### **3.1.3. Gold Status**

Gold Status is the highest status in the Partner Program. To pre-qualify for Gold Partner Status, a Bitrix24 Silver Partner needs to make at least \$/€10,000 worth of sales (after a Partner discount) of Bitrix24 Products during a 12-month period, provide a mid-term (for 1-2 years) marketing plan and submit a case study of a recent Bitrix24 Cloud or On-Premise project implementation.

#### **Gold Status Requirements:**

- At least \$/€10,000 in initial sales of Bitrix24 Products as a Silver Partner during a 12-month period to be pre-qualified for the Gold Partner Status;
- Complete the required online training course ([Bitrix24 Partner Marketing Course](#))
- Arrange a publicly available webinar or provide a publicly available 30–40-minute video recording of a Bitrix24 Product presentation or walkthrough, shared with the dedicated account manager to confirm the Partner's Bitrix24 Product skills;
- Provide a publicly available [case study](#) of one of such Partner's recent Bitrix24 Cloud or On-Premise project implementations, or a publicly available [client testimonial](#) confirming the Partner's Bitrix24 implementation services;
- Provide a mid-term (for 1-2 years) marketing plan (marketing and promotional actions and events, sales strategy, expected sales volume, please view sample structure in our [Marketing course for partners](#));

- Provide a non-technical first-line support via email and by phone; and
- A minimum of \$/€15,000 / year in sales of Bitrix24 Products is required to maintain Gold Partner Status.
- A minimum of 1000 new user seats should be generated by partner annual sales in order to maintain the Gold Status
- Attend a Quarterly Business Review (“QBR”) meeting with the assigned Partner Manager to evaluate partner performance, marketing plans, and sales forecast. QBR meetings shall be scheduled on a quarterly basis and attendance is mandatory for Gold Partners.

### **Gold Status Benefits:**

- 50% discount for Bitrix24 Products;
- Access to the lead distribution program (via e-mail and through the [Bitrix24 Implementation Requests App](#));
- Featured [Listing](#) of a Partner Profile in the Partner Section;
- Access to Bitrix24 Channels (blogs, newsletters, social media accounts etc. to announce app news, special offers, webinars, etc.);
- Privileged rights access to clients’ cloud accounts as a [Bitrix24 Partner](#);
- [Authorized Partner Support Chat](#) in client’s accounts;
- [Placement of Bitrix24 apps](#) in the [Marketplace](#);
- Access to the [Partner Portal](#);
- Special offers (for a product, for a client);
- Free premium subscription for two Bitrix24 Cloud accounts ([NFR Subscription](#)); and
- Two free [NFR Activation Keys](#) for a Bitrix24 On-Premise product copy.

### **3.2. Partner sales target**

To maintain or upgrade their Partner Status a Partner is required to meet the corresponding sales targets. Bitrix24 reserves the right to exclude certain purchases made by a Partner from the total amount of their sales target if the end-users of the purchased products are discovered to be the Partners owned legal entity or an affiliated legal entity at the company’s own discretion.

### **3.3. Partner new client seats target**

To maintain their Partner Status the partner is required to meet the corresponding new clients’ seats target, in addition to their sales target. The new clients’ seats target is effective from January 1, 2026. Bitrix24 reserves the right to exclude certain purchases made by a Partner from the total amount of their new client seats target if the end-users of the purchased products are discovered to be the Partners owned legal entity or an affiliated legal entity at the company’s own discretion.

### **3.4. Partner Status Validity**

Silver and Gold Partner Status is reviewed every year for each Partner. If a Partner reaches the minimal yearly sales target required by their Status (\$/€5,000/year for Silver Partners and \$/€15,000/year for Gold Partners), their current Partner Status is retained for another year. Otherwise, their current Partner Status is downgraded. The Bronze Partner Status is cancelled after 90 days from the acceptance to the partner program if the partner does not fulfill the Bronze status requirements.

A Partner Account can be suspended without prior notice due to zero activity after six (6) months from registration date.

### **3.5. Re-Qualification After Status Downgrade**

A Partner that has previously held Silver or Gold Status and has been subsequently downgraded shall, in order to re-qualify for such Status, meet the sales targets and all other requirements applicable to maintaining that Status (i.e., the maintenance thresholds), rather than the lower initial upgrade thresholds. For example, a Partner that previously held Silver Status must achieve a minimum of \$/€5,000 in annual sales (and not the initial \$/€2,500 upgrade threshold) to re-qualify for Silver Status. Similarly, a Partner that previously held Gold Status must achieve a minimum of \$/€15,000 in annual sales to re-qualify for Gold Status.

### **3.6. Temporary Discount Adjustment**

Notwithstanding a Partner's current Status, Bitrix24 reserves the right to temporarily reduce the Partner's applicable discount at Bitrix24's sole discretion if, in Bitrix24's reasonable assessment, the Partner does not fully fulfill the requirements associated with their current Partner Status. The Partner shall be notified of any such reduction and the conditions for reinstatement of the standard discount level.

## **4. PARTNER POINTS**

### **4.1. Partner Points Allocation Procedure.**

Bitrix24 Partners can accumulate points in the Partner Program. The number of active points accumulated by the Partner determines their ranking among Partners on Bitrix24 website.

A Partner can earn points for:

- Sales of Bitrix24 Products (points are awarded based on various criteria listed in the Partner's dashboard);
- Completing projects and case studies, which are real examples of implementing Bitrix24 Products for End users;
- Publishing applications in the Bitrix24 marketplace;
- Providing training and technical support to Bitrix24 end-users
- Engaging in marketing activities.

The procedure for submitting applications for different types of points, as well as the rules for point allocation and their value for each of the listed activities, can be found in the Partner's account dashboard.

### **4.2. Partner Points Validity Period**

All points accumulated by the Partner are valid for 1 (one) year from the date of their allocation. The number of points earned by the Partner one year prior to the calculation date is reviewed daily. The resulting number of points is considered the current active partner points and is taken into account when determining the Partner's current rating.

After the validity period expires, the points earned are no longer considered when determining the Partner's ranking in the Partner Program.

## 5. CLIENT TRACKING

Partners can track all clients that have purchased Bitrix24 Products from them or signed up from a link with their Partner Referral ID. All cloud account sign-ups are available in the Sign-Ups List section on the Partner Dashboard at <https://Partners.bitrix24.com/private/signups/>. All On-Premise keys sold by a Partner are available at <https://Partners.bitrix24.com/private/on-premise/index.php>.

### 5.1. Referral Link

Partners can integrate a unique Bitrix24 Partner referrer into web forms and links placed on the Partner's website to track Bitrix24 Cloud sign-ups. All sign-ups are available in the Sign-Ups List section on the Partner Dashboard at <https://Partners.bitrix24.com/private/signups/>.

### 5.2. Cloud Sign-Ups List

The Bitrix24 Cloud Sign-Ups List contains:

- Client accounts who have an activate subscription purchased from a Partner;
- Free Bitrix24 accounts for clients who signed up via a Partner's referrer link; and
- Accounts linked to a Partner manually by client request to Bitrix24.

### 5.3. Rules for Using Linked Client's Contact Information

Because Bitrix24 Cloud clients may not expect to be contacted by Partner, it is strongly recommended that an unobtrusive form of communication be used. Partners are not allowed to use Bitrix24 Cloud Sign-Up contact details for sending bulk newsletters or any unwanted advertising unrelated to Bitrix24 Products and services. Partners are not allowed to provide Bitrix24 Cloud Sign-Up contact details or any other information regarding Bitrix24 Cloud or On-Premise clients to third parties.

## 6. LEADS DISTRIBUTION PROGRAM

Bitrix24 distributes incoming queries from potential clients via e-mail or other communication channels between Silver and Gold Bitrix24 Partners, depending on what territory a potential client is located. Implementation Requests received through special web forms are sent to Partners via the Bitrix24 Implementation Request App.

### 6.1. Leads distribution program rules

Bitrix24 Partner should always respect the choice of the client and follow sales ethics and fair business practices.

- 6.1.1. Partners are forbidden from using clients contact details for:
  - Mass mail or bulk SMS or any other type of unsolicited messages;
  - offering of Bitrix24 competitor's products.
- 6.1.2. If unfair business practices are detected, Partner Status may be terminated, or other penalty described in [PENALTIES AND OTHER MEASURES AGAINST PARTNERS VIOLATING PARTNER PROGRAM TERMS](#) will be applied.
- 6.1.3. Bitrix24 reserves the right to get in touch with the clients at any time to inquire about the services you provided and how satisfied the client is with the service.

## 6.2. Bitrix24 Implementation Request App

Approved Bitrix24 Partners who complete the [Bitrix Partner Program Tutorial](#) can install the Bitrix24 Implementation Request App (the App) from the Marketplace and receive implementation request from potential Bitrix24 clients. A Partner can receive implementation requests from up to 4 locations via the App (from the country Partner is currently registered in, and from 3 additional locations). Implementation requests may include:

- Purchase requests;
- Cloud subscriptions;
- Activation keys for On-Premise editions;
- Renewal or upgrade coupons, etc.;
- Request for value added services;
- Installation or hosting services;
- Product customization;
- Localization services (into one or several languages);
- Training (online or on client's premises);
- Workflow automation;
- Telephony / VoIP set-up;
- Integration of a 3rd-party solution; and
- Mobile, Desktop or Marketplace app development, etc.

Once a Partner receives a request that they would like to take on, it can be reserved to get access to the client's contact details. Reserved requests can be managed inside the Partner's CRM, where a Partner will be able to track all its activities and its CRM agents. A single request can be accepted (or reserved) by up to 3 Partners. That means that a client can receive up to 3 offers from 3 different Partners.

The App uses the Lost/Won ratio (conversion) which will affect Partner's rating. As long as a Partner keeps converting the reserved requests with the Won status, their rating will be higher, which means more Requests will be unlocked through the App. A detailed Bitrix24 Implementation Request App guide can be downloaded at <https://partnerportal.bitrix24.com/~E6Qis>

## 7. PARTNER DASHBOARD

The Partner Dashboard allows Partners to update company details, add a logo, company description, update contact details, etc. The Partner Dashboard also contains information about a Partner's Status in the Program as well as links to a Partner's store, marketing materials for Partners, the Helpdesk and FAQ articles.

## 7.1. Access to Partner Dashboard

By default, limited access to the Partner Dashboard is provided via login/password credentials created upon registration. A Partner gets full access after receiving an email confirming approval of an Application as a "Bitrix Partner".

## 7.2. Adding Employees Accounts Company Profile

The main user can add additional users (employees) to the Partner Profile for them to access the Partner SLA in the Helpdesk, update the Partner's Profile or make product purchases with the Partner discount.

First, new users register at

<https://store.bitrix24.com/profile/index.php?register=yes>.

Then, the main user should add and save the new user's login at the Your Team section of the Partner Profile in the Partner Dashboard:

<https://Partners.bitrix24.com/private/>.

After the Partner Profile update is approved by Bitrix24, new additional users will be linked to the Partner Dashboard.

## 8. PARTNER'S FREE PRODUCT COPIES (NFR)

All Bitrix24 NFR (not for resale) products (on-premise software activation keys and cloud subscriptions) granted to a Partner as part of the Partner Program may be used by a Partner only for the following purposes:

- to use the intranet portal / website within the Partner's company; and
- to demonstrate Bitrix24 Products to clients.

Partners are not allowed to use NFR copies to develop portals or websites for commercial clients, as well as transfer or sell the NFR product version to clients or other third parties. NFR product activation keys and subscriptions must not be used for any commercial purposes.

### 8.1. NFR Bitrix24 cloud Subscription

All Partners can claim a free premium NFR (not for resale) subscription. An NFR subscription is equal to a professional subscription plan except for few limitations:

- Not allowed to use custom domain name;
- Storage is limited to 24 Gb;
- Business card scanner is limited to 12 recognitions;
- Number of Bitrix24 Sites is limited to 5 sites; and
- CRM marketing bulk e-mail limit is 15,000 per month.

#### 8.1.1. How to Claim an NFR Subscription

NFR subscriptions can be activated for a free Bitrix24 cloud account that has not purchased a commercial subscription before. Activation of NFR subscriptions can be requested via a form on the Partner Dashboard at <https://Partners.bitrix24.com/private/nfr/> or via the e-mail contact listed in "[Section BITRIX24 ENTITY CONTACTS](#)".

#### 8.1.2. Maintaining the NFR Subscription:

- The NFR subscription is initially provided for 6 months;
- The NFR subscription can be extended for Silver and Gold Partners only; and
- If a Partner Status is Bronze, the NFR subscription will not be extended, and the account will be rolled back to free plan.
- If the Partner status is cancelled, they are no longer eligible for NFR subscription and the account will be rolled back to free plan.

## 8.2. NFR Bitrix24 On-Premise activation key

### 8.2.1. How to Claim an NFR activation key

Silver and Gold Partners can claim a free NFR (not for resale) activation key for a Bitrix24 On-Premise version (edition Business 50). It can be used for the Partner's own company internal use or testing and demo purposes. An NFR product copy must not be used for commercial purposes. Silver and Gold Partners can claim an NFR activation key by sending a request via a form on the Partner Dashboard at <https://Partners.bitrix24.com/private/nfr/> or to the e-mail contact in "[Section BITRIX24 ENTITY CONTACTS](#)".

### 8.2.2. Maintaining the On-premise NFR key:

- The NFR key is initially provided for 12 months; and
- The NFR key can be extended for another 12 months Silver and Gold Partners only.

## 9. KICKSTART BONUSES

Partners that applied to the Partner Program after December 31, 2019, are eligible to apply for kickstart bonuses in the amount equivalent to \$/€1000. A partner can use Kickstart bonuses to get a discount for purchasing Bitrix24 Products in the Bitrix24 store. The Kickstart bonuses are valid for 90 days after a Partner's acceptance into the Partner Program. After 90 days, unused bonuses will expire.

In order to be receive kickstart bonuses, a Partner is required to:

- Start using Bitrix24 by claiming an NFR subscription;
- Complete the [Bitrix Partner Program Tutorial](#);
- Endorse Bitrix24 Products on the Partner's website(s) and provide information regarding Bitrix24-related services; and

Kickstart bonus can be used to partially pay for the purchase of Bitrix24 cloud subscriptions or On-premise activation keys. Even if the total price of ordered items is lower than the available amount of bonus, at least \$/€10 must be paid by partner for each order.

The bonus is intended for purchases of Bitrix24 products for new clients (e.g., Bitrix24 cloud account that have never purchased commercial subscription). When placing an order for cloud subscription using kickstart bonuses it's required to enter a client's Bitrix24 account URL. Once payment for the order is processed the subscription is activated for indicated account automatically.

Kickstart bonus cannot be used to pay for On-premise Edition upgrade or On-premise license maintenance subscription renewal as well as archived cloud subscription plans.

The kickstart bonuses cannot be used to get a discount for purchasing Bitrix24 Products for a Partner's own use. If Bitrix24 discovers any abuse or misuse of kickstart bonuses by a Partner, the products purchased with the use of kickstart can be deactivated and Partner Status can be terminated.

## **10. AWARD BONUSES**

Bitrix24 reserves the right to credit the best performing partners an Award Bonus. The winners of the Bitrix24 Best Partner Awards are determined once a year by the company. The winning partners can receive the award bonus in the amount from \$/€1000 to \$/€5000. A partner can use Award bonuses to get a discount for purchasing Bitrix24 Products in the Bitrix24 store. The Award bonuses are valid until December 31<sup>st</sup> of the year they were credited in. After that date, unused bonuses will expire.

Award bonus can be used to partially pay for the purchase of Bitrix24 cloud subscriptions or On-premise activation keys. Even if the total price of ordered items is lower than the available amount of bonus, at least \$/€10 must be paid by partner for each order.

The bonus is intended for purchases of Bitrix24 products for new clients (e.g., Bitrix24 cloud account that have never purchased commercial subscription). When placing an order for cloud subscription using award bonuses it's required to enter a client's Bitrix24 account URL. Once payment for the order is processed the subscription is activated for indicated account automatically.

Award bonus can not be used to pay for On-premise Edition upgrade or On-premise license maintenance subscription renewal as well as archived cloud subscription plans.

## **11. PARTNER'S SUPPORT**

### **11.1. Partner's Support Service Level**

Partners have access to priority support service. In order to get access to priority support, a Partner needs to use accounts linked to the Partner's Profile, such as an NFR cloud account or a Partner user account linked to the Partner Dashboard. Depending on the source, subject and urgency of the request, Bitrix24 Partners are required to choose the appropriate support channels recommended by Bitrix24. General Rules and Procedures for Bitrix24 support for Partners is described in Guidelines available for download at <https://Partnerportal.bitrix24.com/~Qem2Y>.

#### **11.1.1. Live Chat Support inside Bitrix24 Cloud Accounts**

Live chat support can be accessed from inside Bitrix24 cloud accounts with commercial or NFR subscriptions. The chat is available to users with administrator rights and to users invited to the Bitrix24 account as a Partner, even on accounts without commercial subscriptions. For general inquiries or Partner Program related questions, Partners should use their NFR accounts. When contacting support from a client account, Partners should only address issues related to that client's account.

### 11.1.2. Helpdesk Support via Tickets for Partners

The Bitrix24 Helpdesk ticket system is available for Bitrix24 Partners only. Partners are required to submit a support ticket using the Helpdesk page (<https://helpdesk.bitrix24.com/ticket.php>), by logging in with a user account linked to a Partner Profile. However, it is still recommended that all issues be first addressed via the Live Chat from the Partner NFR account as it is a faster and more efficient way to receive product consultation.

### 11.1.3. Support by E-mail

Bitrix24 does not provide any technical support over e-mail. All technical questions, bug reports and feedback should be sent through the recommended support channels (live chats and Helpdesk tickets). Inquiries concerning the Partner Program, product pricing and licensing can be sent to the appropriate e-mail contact listed in “[Section BITRIX24 ENTITY CONTACTS](#)”.

### 11.1.4. Marketplace Apps Support

Bitrix24 Marketplace App consultations and support are provided by the corresponding Marketplace App developer. Available support options are available in the support tab of the App page on the Bitrix24 Marketplace (<https://www.bitrix24.com/apps/>).

## 11.2. Client Support Rules for Partners

All Bitrix24 Partners should provide clients with accurate and up-to-date information about Bitrix24 Products. Silver and Gold Partners are required to provide non-technical first-line support via email and by phone. Silver and Gold Partners have the ability to set up a direct support chat in their clients’ cloud accounts. Partners’ employees working directly with clients are required to have a [Bitrix Partner Program Tutorial](#) completion certificate. Partners are obligated to keep track of all updates to training materials and documentation provided by Bitrix24 as described in “[Section : PARTNER’S TRAINING AND CERTIFICATION](#)”.

In communication with clients, Partners are not allowed to:

- Introduce or present themselves as official Bitrix24 support provided by Bitrix24;
- Aggressively offer or force their services or third-party products; and
- Ignore business etiquette and fair business practices.

Detailed rules and standards for Partner and client communication are described in the [Client Support Rules and Guidelines for Bitrix24 Partners](#) that Partners should read and acknowledge.

## 12. PARTNER’S TRAINING AND CERTIFICATION

### 12.1. Bitrix Partner Program Tutorial

All Partners have access to the [Bitrix Partner Program Tutorial](#) online course in the Partner Dashboard. The course consists of learning videos and online tests about the Bitrix24 Partner Program and Bitrix24 Product features. The course is available in multiple languages. Each user linked to a Partner Profile can take and complete the course. After successful completion of the tests, the user is granted a completion

certificate. Completion of the [Bitrix Partner Program Tutorial](#) by one of the users linked to a Partner Account is required for a Partner to get access to certain benefits and to upgrade their Status in the Partner Program.

## 12.2. Other Training Materials and Documentations

Partners have access to the [FAQ articles](#) and additional documentation inside the Partner Dashboard. Partners should also study and refer to publicly available help resources on Bitrix24 Websites, including:

- Dedicated Courses for partners:  
<https://partners.bitrix24.com/private/courses/list.php>
- Free online product training courses and Documentation: <https://helpdesk.bitrix24.com/documentation.php>;
- Support and how-to articles: <https://helpdesk.bitrix24.com/>;
- Live and recorded webinars:  
<https://www.bitrix24.com/support/webinars.php>; and
- All other content on Bitrix24 Websites and social media.

## 12.3. Partner Certificate

All approved Partners can download a Bitrix24 Partner certificate in the Partner Dashboard from the company profile page. The certificate indicates the Partner's company name, their Status in the Partner Program, validity date and the current issue date.

## 13. SALES ETHICS AND FAIR BUSINESS PRACTICES WITHIN THE BITRIX24 PARTNER NETWORK

Partners must adopt and follow fair business practices towards both Bitrix24 clients and other Partners. These practices include:

- 13.1. Maintain commercial good will and a general positive image of Bitrix24, as a company and vendor, and its Partner Network at all times;
- 13.2. Follow the [Guidelines for Using Bitrix24 Trademarks and Copyrights](#), as well as comply with all applicable trademark and intellectual property laws;
- 13.3. Only provide clients with licensed Bitrix24 software products and solutions, and develop projects only using licensed Bitrix24 Products;
- 13.4. Treat clients with the utmost respect and provide them with services on time and according to any verbal and/or written agreements;
- 13.5. Compete against other Bitrix24 Partners in bids, quotation requests, and other sales inquiries by offering better services, not by lowering prices. Discounts can be offered to clients only if such discounts are agreed upon with the Bitrix24 Partner Network Manager, or during discount campaigns organized by Bitrix24 in certain territories for selected product options during a specified period of time;
- 13.6. Publish or distribute only valid and up-to-date information regarding Bitrix24, its products, prices or special offers through the Partners' websites, social media pages or any other online or print media;
- 13.7. Never misinform clients or other parties by providing misleading, ambiguous or insufficient information regarding their Bitrix24 Partner Status, achievements, certificates, level of Bitrix24 Product expertise, implemented projects, or lack thereof;

- 13.8. Never publish or distribute any incorrect, misleading, ambiguous or negative information regarding Bitrix24, its products or services, employees, clients, other Bitrix24 Partners (such as ill-founded product comparisons, ambiguous suggestions or claims, accusation, threats, etc.) through the Partner's websites, social media channels or through any other online or print media;
- 13.9. Never make public any information provided by Bitrix24 or its employees to the Partner via any means of communication, unless written permission is received from Bitrix24 to share this information with third parties;
- 13.10. Provide Bitrix24 employees with accurate and coherent information about violations of the Partner Agreement, Terms of Service, or End User License Agreement potentially made by other Bitrix24 Partners or clients in a timely manner;
- 13.11. Use NFR (not-for-resale) activation keys or subscriptions only for internal use, testing, development or training purposes, and make sure no third party has access to the Partner's NFR product keys;
- 13.12. Never steal clients from other Bitrix24 Partners by means of unfair business practices. When searching for new employees, avoid head-hunting or recruiting services currently employed by other Partners; and
- 13.13. Do not send any mass emails by any automated bulk email services or send any mass notifications by other means (such as social media messages, posts, SMS, robocalling, etc.) if the recipients did not give the Partner their permission to receive such notifications, or if such practices may violate the laws and regulations of the country the recipient is currently the subject of.

## **14. PENALTIES AND OTHER MEASURES AGAINST PARTNERS VIOLATING PARTNER PROGRAM TERMS**

In case of a violation of one or more business practices stipulated herein, or any other unethical conduct, a Partner may face the following penalties:

- 14.1. Partner Status may be downgraded or terminated;
- 14.2. Any amount of Partner points may be cancelled;
- 14.3. Partner achievements and other privileges may be revoked;
- 14.4. Access to the Partner Profile may be blocked for some or all users for up to 12 months (which means there will be no possibility to purchase Bitrix24 Products with a Partner discount);
- 14.5. Access to Bitrix24 Implementation Requests may be temporarily or permanently prohibited;
- 14.6. Partner Profile may be removed from some or all Bitrix24 Websites; and
- 14.7. Partner Profile may be published in a blacklist of Bitrix24 Partners.

## **15. CONTRACTING PARTY**

### **15.1. Bitrix24 Entity Contacts**

The proper Bitrix24 entity to contact depends on the terms of the Distribution Agreement available at <https://partners.bitrix24.com/agreement.php>. For notifications, Partners should use contacts of the Bitrix24 entity defined in the Distribution Agreement.

Bitrix24 Entity	E-mail for Notifications
<b>Alaio Cloud Limited</b> Frema House, office 102, No. 9 Constantinou Papparigopoulou Str. 3106, Limassol, Cyprus	<a href="mailto:Partners@bitrix24.eu">Partners@bitrix24.eu</a>
<b>Alaio Inc.</b> 700 North Fairfax St., Suite 614-B Alexandria, VA 22314, USA	<a href="mailto:Partners@bitrix24.com">Partners@bitrix24.com</a>
ALAIO ME W.L.L Manama/Alqudaybiyah, Block 338 Road 3801, Building 15 Flat/Shop No. 9100, Bahrain	<a href="mailto:partners@alaio.com">partners@alaio.com</a>

## 15.2. Website Domains and Partner Dashboard Domains

List of Bitrix24 websites URLs defined as Websites herein:

- <https://www.bitrix24.com>
- <https://www.bitrix24.eu>
- <https://www.bitrix24.de>
- <https://www.bitrix24.es>
- <https://www.bitrix24.br>
- <https://www.bitrix24.in>
- <https://www.bitrix24.fr>
- <https://www.bitrix24.it>
- <https://www.bitrix24.cn>
- <https://www.bitrix24.cn/tc>
- <https://www.bitrix24.vn>
- <https://www.bitrix24.id>
- <https://www.bitrix24.jp>
- <https://www.bitrix24.com/my>
- <https://www.bitrix24.com/th>
- <https://www.bitrix24.tr>
- <https://www.bitrix24.pl>
- <https://www.bitrix24.co>
- <https://www.bitrix24.uk>
- <https://www.bitrix24.mx>
- <https://www.bitrix24.ae>

List of available URLs of Bitrix24 Partner Dashboard:

- <https://partners.bitrix24.com/>
- <https://partners.bitrix24.de/>
- <https://partners.bitrix24.eu/>
- <https://partners.bitrix24.es>
- <https://partners.bitrix24.com.br/>
- <https://partners.bitrix24.pl>
- <https://partners.bitrix24.ae>

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