

How to Buy AvePoint Solutions

MARKETPLACE GUIDE



AvePoint is dedicated to continually streamlining and improving the way partners purchase our solutions.

Coming on April 13, 2026, you will no longer see VAR and MSP SKUs in the cloud marketplaces.

Management Mode is coming to all AvePoint SKUs, making them generic.

Our goal is to make acquiring AvePoint products as straightforward and flexible as possible, allowing you to choose the purchasing route that best fits your business needs.

This document was last updated March 2026

Who This Guide Is For

This guide is intended for Partners purchasing AvePoint solutions via a Distribution cloud marketplace on behalf of their customers.



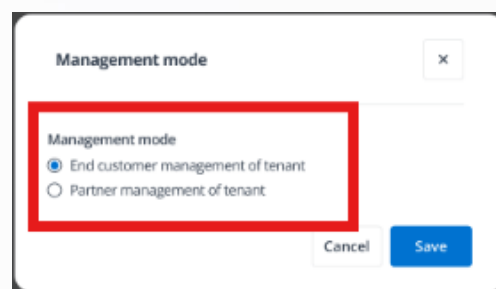
Customer management and lifecycle ownership are handled through the Elements platform.

Introducing Management Mode

For all Marketplace purchases made after **April 13, 2026**, partners are required to indicate how the customer tenant will be managed in Elements:

- Partner Managed (MSP)
- End Customer Managed (Reseller)

This choice provides clear understanding of tenant ownership and management duties.



NOTE: When End Customer Managed (Resell) is chosen, the customer remains linked to the Elements tenant as the partner manages their subscription & licensing.

For more information on management mode, please consult the **Management Mode Guide**.

[Management Mode Guide](#)



Fly SaaS and Fly Server

We have updated our Fly SKUs to simplify and streamline purchasing, making it easier and more flexible for partners to buy Fly solutions to suit their needs:

New SKU or Remaining SKU	Changes What it replaces	Notes Details for New SKUs
FLY Server Global Objects SKU (annual upfront)	FLY Server Bundled SKUs (per-user, bundled with BYOS Cloud Backup & Cloud Management)	<ul style="list-style-type: none"> • SKU is licensed per object • Annual upfront billing only • MSP only SKU (Resellers can buy this SKU and forward the welcome email to end customers) • Bundled SKUs will be hidden in cloud marketplaces, so no new purchases after Feb. 8th, 2026
FLY SaaS Global Objects SKU (annual upfront)	FLY SaaS T2T (per-user SKUs & FLY SaaS migration for Power Platform per-user SKUs) NOTE: These SKUs were only offered on monthly models	<ul style="list-style-type: none"> • SKU is licensed per object • Annual upfront billing only • FLY T2T and Power Platform monthly SKUs will be hidden in cloud marketplaces, so no new purchases after Feb.8th, 2026



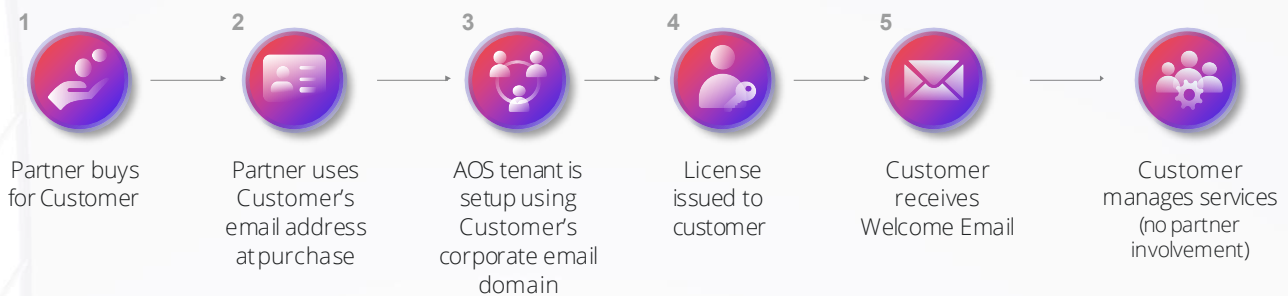
NOTE: For public folder and file system migrations, 10GB migrated data will consume 1 Global Object.



Buying Var or MSP SKUs Pre-April 13th, 2026

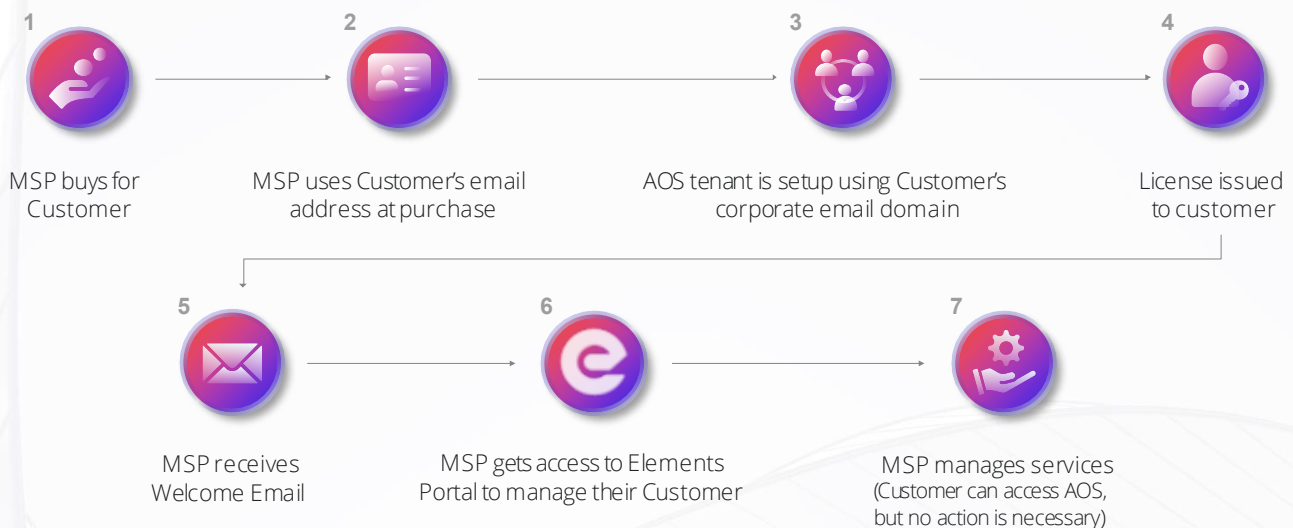
VAR Licenses

Here's how a partner buys and sets up services for a customer. For VAR SKUs, customers manage services themselves and receive the welcome email.



MSP Licenses

Managed Service Providers (MSPs) handle service purchases and setups for their customers. For MSP SKUs, the partner manages all services to ensure a smooth customer experience. After purchase, the MSP receives a welcome email with instructions to start managing the customer's services:



*If MSP account already exists in Elements, this email goes to the Elements Tenant Owner and all admins on the account - purchaser will be cc'd.



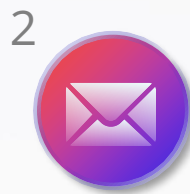
Ensure the Customer's email address used during ordering is from their corporate domain. This allows us to create a unique AvePoint Online Services (AOS) tenant for them to manage their own cloud services.



Buying a Generic SKU After April 13th, 2026



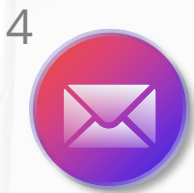
Partner buys for Customer



Partner uses Customer's corporate email address at purchase



If the customer is new to AvePoint and does not have an AOS trial, an AOS tenant is setup using the customer's corporate email address



Partner receives welcome email directing them to log into Elements



Within Elements the partner must choose how the customer is to be managed - **End customer managed** or **Partner managed**



If **End customer managed**, once this choice is made, the customer will receive a welcome email to the customer's corporate email address that was used in the order



NOTE: If the customer already has an AOS trial, use that same tenant owner email address in the purchase

Licensing Tips for Avepoint Products

Cloud Backup

- Combining different backup license types is prohibited.
- The number of Cloud Backup licenses must correspond to the number of assigned Microsoft 365 user seats within each tenant.
- Combining direct and marketplace licenses is prohibited.
- Partners are no longer required to match the number of Power Platform licenses to the quantity of Cloud Backup for Microsoft 365 licenses.

Fly SaaS

- Purchase the FLY SaaS Global Objects SKU (billed annually upfront) through your preferred marketplace.
- Combining direct and marketplace licenses is prohibited.

Fly Server

- Purchase the FLY Server Global Objects SKU (licensed per object, annual upfront billing) through your preferred marketplace.
- Licensing is determined by the number of MIGRATED objects from the source tenant.
- A welcome email containing setup instructions and the license code is sent.
- Forward the welcome email to the customer to complete the FLY install.

What Is an Object?

A migration object can be from several sources, as defined below:

- **Exchange Online mailbox** (user, shared, resource, and M365 group) (for both M365 and Google Workspace as a destination) Exchange On-premises mailbox (user, shared, resource, and linked)
- **Google Gmail mailbox** (user or resource)
- **Google Drive** (user or shared)
- **OneDrive** (for both M365 and Google Workspace as a destination)
- **Team** (for both M365 and Google Workspace as a destination)
- **Team User Chat** (1 user is an object) (for both M365 and Google Workspace as a destination)
- **SharePoint Site Collection** (SharePoint Online) (for both M365 and Google Workspace as a destination)
- **M365 Group** (for both M365 and Google Workspace as a destination)
- **Power Platform - Power Apps** (1 app is an object)
- **Power Platform - Power Automate flow** (1 flow is an object)
- **SharePoint Online Power App** replacing a list form (1 app form is an object)
- **Active Directory** (on-premises) user (1 user is an object)

GLOBAL OBJECTS



Click the link for the full list of **Global Objects**.



FAQs



What if there is a mistake during ordering?

You have 72 hours to cancel a subscription without being charged if both purchase and cancellation occur within the same month. After 72 hours, a 30-day minimum charge applies.

If incorrect Partner, Customer, or SKU details are entered and the order is completed, it must be cancelled and reordered, as no changes are allowed afterwards. AvePoint cannot transfer licenses assigned to the wrong tenant.



Can Partners buy licenses both directly from AvePoint as well as via a Distributor Cloud Marketplace for the same Customer and product?

No, Partners cannot purchase the same product for the same Customer both directly from AvePoint and through a distributor marketplace.



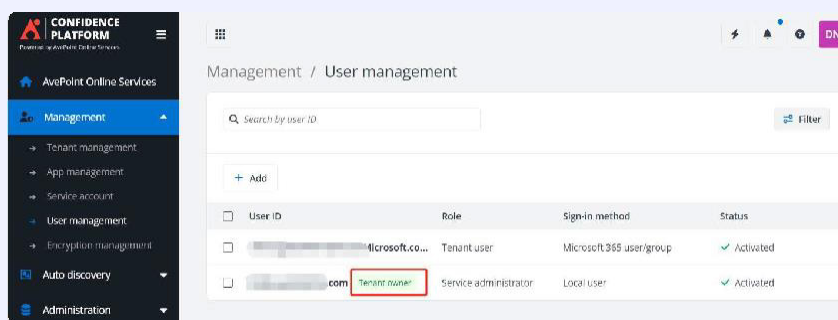
Can a partner move a distribution cloud marketplace subscription to a different distributor?

Yes, they can if the current subscription has been successfully cancelled. No refunds will be issued if they want to switch during the life of an active subscription. The partner must ensure that their partner and customer email addresses and company names match those on the current subscription when placing the new order.

To verify this:

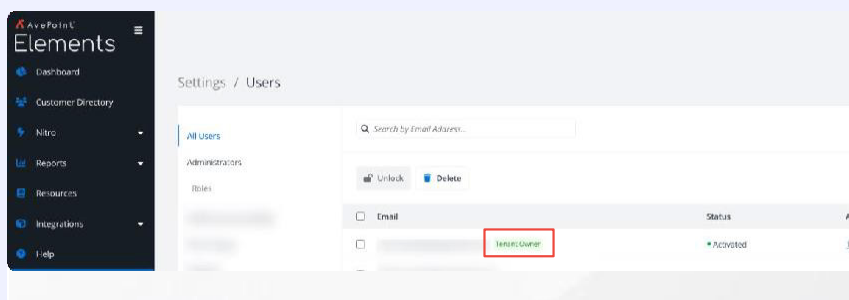
For customers and their AOS tenant owner:

1. Go to Management > User management
2. Look for the "Tenant Owner" label



For MSPs & their Elements Tenant Owner:

1. Go to Settings > Account Management > Users > All Users.






The first email address listed in the table will be labelled the "Tenant Owner"

For MSPs:

Use the Elements Tenant Owner email; for the Customer, use the AOS Tenant Owner email. Failure to do so will link licenses to new accounts, causing Cloud Backup to stop and data to be deleted per AvePoint's agreement.



Error Handling and Cancellations

-  Cancellations made within 72 hours of the purchase – within the same calendar month - will not be invoiced. Beyond this period, a minimum 30-day fee will be charged.
-  If partner or customer information is incorrect at the time of purchase, the transaction must be cancelled and repurchased; modifications are not permitted after the order has successfully provisioned.
-  On annual contracts:
 - Decreases are not allowed during the contract term. At subscription renewal, there is a 72-hour window whereby a decrease in quantity can be made. Subscription terms are always aligned to the 1st day of a calendar month, following when the purchase was made.
 - Cancellation is not allowed unless the subscription is within the last 2 months of the annual subscription term. Subscription terms are always aligned to the 1st day of a calendar month, following when the purchase was made.



Purchased vs consumed user seats must align to avoid migration errors.

Where to Buy

Browse the marketplaces trusted to carry AvePoint Elements



<https://www.avepoint.com/partners/buy>

Contact

If you have any questions or would like additional information, please contact your **AvePoint Partner Manager**.