

Reseller Partner Program Overview

The SecurityFirst[™] Reseller Partner Program offers industry leading data-centric security solutions that protect one of the world's most valuable assets - digital data, to the security channel partner community.

SecurityFirst provides support for sales, enablement, marketing, and aggressive channel pricing discounts, to assist our partners in expanding their security business, growing incremental revenue and profitability, while providing an additional layer of critical data protection to their commercial or government sector end-client customer base.

PARTNERSHIP BENEFITS

For the complete list of SecurityFirst Partner Program benefits, please refer to the benefits matrix and the end of this document.

FINANCIAL INCENTIVES

- Deal registration which rewards partners with margin protection for their investment
- Proposal based Marketing Development Funds (MDF) to enable demand and lead generation

PARTNER COMMUNICATIONS

- The SecurityFirst Partner Program provides a regular cadence of partner communications through partner focused communications

SERVICES

- SecurityFirst offers both Support and Services Maintenance (S&S) and Professional Services contracts for resale through our authorized partners to their end-user clients
- Services can provide additional revenue and profit opportunity for our channel partners as well as additional value-add to their customers

FIELD SALES AND MARKETING SUPPORT

- Partners are supported by field sales, marketing and inside sales

BUSINESS PLANNING

- Participate in business planning and reviews
- Participate in periodic SecurityFirst surveys
- Abide by SecurityFirst Rules of Engagement

TRAINING

- Receive required training, accreditations and certifications

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PRICING

Pricing that partners receive will be determined based upon reseller or distributor agreements and whether or not the deal is registered with SecurityFirst. Published discounts apply to whatever is the current MSRP of the license(s) or service SecurityFirst sells.

PARTNER SERVICE AND SUPPORT REQUIREMENTS TO THE END USER

Requirement	Provider
Sales support	✓
Field SE Support	✓
Marketing and Business Planning Support	✓
L1 Support	✓
Partner Does Full Sale	✓
Partner Support Contract	✓

BENEFITS MATRIX

SALES AND TECHNICAL 101 TRAINING

Basic level of training aimed at security or IT sales people and field SEs or SAs to provide a deep enough level of understanding to identify/qualify customer needs and opportunities.

TECHNICAL CERTIFICATION TRAINING

Provides an intensive deep dive into the technical aspects of DataKeep to enable security architects or support engineers to install, deploy and provide support.

TECHNICAL SUPPORT

SecurityFirst experts answer your technical questions.

LEAD ASSIGNMENT

Access to qualified leads prioritized by your region, program authorization, and certification level.

FREE INTERNAL USE LICENSES FOR PARTNER INTERNAL LAB ENVIRONMENT

Free trial accounts are available to partners. Free trial seats are restricted access only.

STRATEGIC FIELD ACCOUNT PLANNING AND MAPPING

Field sales teams support our customers and identify those that need a preventative solution. Alignment between sales teams is critical for mutual success.

TEAMING AGREEMENT

Sales strategy formalized through a contractual deal-by-deal teaming agreement.

DEAL REGISTRATION

Comprehensive Deal Registration Program allows partners to commit resources to a customer opportunity knowing they can receive margin protection for their investments.

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CERTIFICATION TRAINING

Technical training and certification to enable our partners' technical teams to provide support.

BRAND USAGE

Branding guidelines for the use of SecurityFirst logos and materials, and representation of the brand.

WEBSITE PROMOTION

Partner logo promotion on the SecurityFirst website.

PARTNER PORTAL

Access to sales and marketing tools, deal registry, and other programs for authorized partners only.

GETTING STARTED

1. Apply at www.securityfirstcorp.com/channel-partner-program/become-a-partner/
2. SecurityFirst Partner representative will contact you to discuss qualifications of the program.
3. Reseller will complete and execute the SecurityFirst Mutual Non-Disclosure Agreement (MNDA).
4. Reseller will be provided the Reseller Partner Agreement to review, complete and execute.
5. SecurityFirst will provide the partner with a Not for Resale (NFR) version of the DataKeep agents.
6. The partner will receive a customer number and access information to the Partner Portal.
7. SecurityFirst will schedule Sales & Technical Certification Training for the Reseller

Terms and Conditions

SecurityFirst reserves the right to alter, amend or cancel this program at any time. However, such alteration or cancellation will not affect any program benefits earned prior to such announcement. Noncompliance with rules may lead to disqualification from the program. SecurityFirst reserves the right to interpret the rules of this program at its sole discretion. All decisions made by SecurityFirst are final. Program valid in U.S. and on products purchased and sold in the U.S. to commercial end users. Void where prohibited by law. SecurityFirst and its affiliates are not responsible for any damages, taxes, or expenses incurred as a result of this program. All contracts and amendments with SecurityFirst must be current to qualify for this program.



For a product demonstration or more information contact:

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