

ZECURION

PARTNER PROGRAM

Version 2.0
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Welcome to Zecurion Global Partner Program

Dear Partner!

Very welcome to the growing team of Zecurion Partners all around the globe!

We are introducing new edition of our Global Partner Program.

In a nutshell, this program is about 3 things: *simplicity, flexibility* and *100% commitment*. It is very simple now to get Partner status in every region, it is easy to use and install sophisticated Zecurion solutions, all current Zecurion business practices are easy and transparent.

We're flexible in supporting our business, providing one of the best commercial T&Cs in the market which help all our partners be more profitable. We are flexible in our customer approach as well, differ to almost all our competitors we work with the customers of any size, including very small of them – each customer protected by Zecurion DLP solution is valuable for us.

Finally, we are 100% committed which means, 100% channel-focused, 100% channel-driven, 100% channel-invested and 100% stand behind Partners.

So, we offer you an exciting profitable business journey with us, join our Partner community today!

Sincerely Yours,
Garry Kondakov,
Director of Global Business Development

1. The Program Guide for Channel Partners

By joining Zecurion Global Partner Program, you will get access to numerous benefits that can help you to develop your business, expand your visibility in the market, increase profitability and strengthen staff skills and experience.

Why Partner with Zecurion?

Zecurion business model is based on the principle of operation via a network of partners. As a partner-oriented vendor, Zecurion provides all its partners with effective sales and marketing tools in order to achieve successful cooperation.

Zecurion provides all Partners comprehensive enablement and full support at every stage of the business cycle, from business planning through to customer retention.

Opportunities for Partners:

Best-in-Class DLP Security Solution

Partners will be able to differentiate the security software solutions they offer to their customers by adding Zecurion technology.

Zecurion is a world-class vendor of IT Security solutions, helping companies to protect against insider threats. Zecurion solutions are highly recognized on the global level by Gartner, IDC and Forrester.

So, what does this mean for our Partners and their customers? Reduced exposure and minimized risk of internal threats, sophisticated investigation tools for maximum efficiency – all delivered via unique solutions that stand out from others on the market.

Profitability and Margins

Zecurion is dedicated to maximizing the market opportunities for Partners. Our Partners are achieving significant margins over those typically earned with competing security software vendors.



Sales and Marketing Benefits

Zecurion Partner Program offers a dedicated sales and technical channel team, marketing support and other resources to help our Partners with their Zecurion sales. We provide our Partners with online product demonstration, full cycle of pre-sales support and comprehensive technical trainings.

We aim to help our Partners' sales teams generate leads and close deals.

Support and Training

Zecurion strongly believes that all Partners should be entitled to training. We make a priority knowledge transfer to all our Partners. We provide a technical support hotline exclusively for Partners to quickly receive answers to their questions, and we deliver regional technical pre-sales and post-sales support to help our Partners.

Elite Recognition and Rewards

Selected Zecurion Partners will benefit from elite recognition and rewards throughout the year.

2. Membership Levels

Current Partner Program offers the following levels of possible partnership.

Value-Added Distributor (VAD)

- An Authorized Direct Partner who operates solely through either Sub-Distributors or large-scale Authorized reseller networks;
- Cannot sell directly to end-users;
- Provides first line sales, technical and maintenance support for their channel Partners;
- Operates as a main supplier of Zecurion products to the market.

Sub-Distributor

- An Authorized Indirect Partner, who operates solely through large-scale Authorized Reseller networks;
- Cannot sell directly to end users;
- Provides first line sales, technical and maintenance support for their channel Partners.

Authorized Reseller

- An Authorized Indirect Partner selling Zecurion products;
- Purchases Zecurion products from either Value-Added Distributor or Sub-Distributor

3. Program Benefits

The Zecurion Partner Program offers a wide range of benefits that can help potential Partners to start selling and to grow business together with Zecurion.

The present Partner Program offers the following benefits:

Benefits	Value-Added Distributor	Sub-Distributor	Authorized Reseller
Authorized Certificate of Partnership	YES	YES	YES
Newsletters	YES	YES	YES
Use of logo	YES	YES	YES
Welcome pack	YES	YES	YES
Free NFR/internal use pack	Up to 100 lic	Up to 100 lic	Up to 100 lic
Online Technical and sales trainings	YES	YES	YES
Technical and sales certification	YES	YES	YES
Incentive programs	YES	via VAD	via VAD
Pre-sales and Consulting Support	YES	YES	via VAD
Partner Technical support	YES	YES	Limited
Dedicated manager from Zecurion	YES	YES	Limited
Partner information on Zecurion website	YES	YES	YES
Marketing funds	Eligible	Eligible	via VAD
Recommendation letter from Distributor	YES	YES	YES
Deal registration & protection	YES	YES	YES
Zecurion tender support	YES	YES	YES
Special bid pricing	YES	YES	YES
Access to Zecurion webcast	YES	YES	YES
Access to Zecurion knowledge base	YES	YES	YES

4. Partner requirements

The present Partner Program places the following requirements on Zecurion Partners:

Requirements	Value-Added Distributor	Sub-Distributor	Authorized Reseller
Follow Zecurion PR, Marketing and Pricing Policy	YES	YES	YES
Zecurion Direct Partner agreement	YES	NO	NO
Minimum revenue per year	125 000 USD	75 000 USD	20 000 USD
Business planning and review	Quarterly	NO	NO
Pipeline/forecast submission report	Monthly	NO	NO
Sales reports according to Zecurion requirements	Quarterly	NO	NO
Updated Zecurion content on Partner website	YES	YES	YES
Partner Level Logo displayed at partner website	YES	YES	YES
Dedicated Zecurion Sales Manager	Minimum 1	Minimum 1	Recommended
Zecurion Certified Engineer	Minimum 1	Minimum 1	Recommended
Participation in Marketing events	YES	YES	Recommended
Demand generation campaigns	YES	YES	Recommended
Customer references (success stories)	Minimum 3 per year	Minimum 2 per year	NO
Technical support (1st line)	YES	NO	NO

5. How to become a Zecurion Partner

Starting Value-Added Distribution is a matter of direct negotiations with Zecurion.

Zecurion is not aiming to have big number of Distributors in this or that region rather than a limited number of experienced and highly dedicated companies to work with Zecurion.

To become an Authorized Reseller, the company must register either through a Value-Added Distributor or through Sub-Distributor by completing an Application Form. After receiving the completed Application Form, Zecurion will ask to sign Authorization letter, confirming the consent to joining the Zecurion Partner Program and that the company agrees to follow Zecurion policies.

Required steps:



Fill in the Application Form



Sign an Authorization Letter

6. General Policies and Important notes

- Current Partner Program is available all around the globe.
- Only Value-Added Distributors, Sub-Distributors and Authorized Resellers are allowed to sell Zecurion products.
- All Partners undertake following Zecurion license and price policies.
- The main document that regulates cooperation between Zecurion and Direct Partner is the Partnership Agreement.
- Participation in tenders. If a Partner deals with more than one DLP vendors, it is mandatory to nominate Zecurion products if they meet the needs of the tender requirements.
- All Partners are obliged to follow Zecurion Partner Program requirements.
- Zecurion reserves the right to modify the Program at any time. Any updates to the Program will take effect 30 days after email notification.

CONTACTS

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