

# Cryptzone Partner Program

Enabling Partners with Opportunities and Rewards





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# 1. Executive Summary

## 1.1 About Cryptzone

Cryptzone secures the enterprise with dynamic, context-aware security solutions that protect critical services, applications and content from internal and external threats. For over a decade, enterprises have turned to Cryptzone to galvanize their Cloud and network security with responsive protection and access intelligence. More than 450 public sector and enterprise customers, including some of the leading names in technology, manufacturing and consumer products trust Cryptzone to keep their data and applications secure.

Cryptzone's portfolio of solutions includes AppGate®, a dynamic, context-aware security gateway that can operate at or within the perimeter to prevent unauthorized access; Security Sheriff® an integrated classification, encryption and content protection solution for SharePoint®; and Compliance Sheriff® to provide content governance for public websites, intranets and extranets.



## 1.2 Goals of Program

At Cryptzone, we recognize the importance of supporting our partners and working with you to secure new business. We have therefore created a new Partner Program which includes sales and marketing support designed to do just that.

As part of this program we have created different partner levels, with each level offering an increasingly valuable package of support and incentives to help you develop your existing clients and generate new business.

The five partner levels are:

- Referral
- Bronze Partner
- Silver Partner
- Gold Partner
- Strategic Alliance

Partners that want to invest in our technology will initially be invited to join the program at the 'Bronze' level, although we expect that partners will progress to the Silver or even Gold level within months of partnering with us. Explanation of the benefits offered within each level can be found later in this document.

## 1.3 Management of the Program

Once you have signed a partner contract with Cryptzone, you will be allocated a Cryptzone Contact who will be your primary contact for all sales and administrative matters. You will, of course, be interacting with other members of the Cryptzone team in relation to, for example, marketing or technical and development issues, but your dedicated Sales Contact should be your first point of contact for any questions relating to the Partner Program.

At the time of signing a contract with us, we will discuss and agree the most appropriate partner level for your organization. This status will be valid for a period of 12 months from the date of the contract. If you achieve the revenue level required to advance to the next partner level within the 12 months, we will promote you to this next level and your new status will commence at the start of the next calendar quarter. We will conduct quarterly review meetings including analysis of last quarter financial results and planning of the next quarter – training, marketing activities, quarterly forecast, sales pipeline, etc.

## 2. Partner Levels

### 2.1 Referral Partner

A Referral Partner does not need to have reached any qualifying sales target – they simply need to sign our reseller contract agreement.

A referral level partner will enjoy the following benefits and support:

- A welcome pack consisting of your signed contract
- Access to a partner community portal containing white papers, case studies, news, press updates and events
- 1/2 day of Cryptzone sales training
- Referral Fee:

Referral Fee		
	Discount Level	
<b>Finder</b>	Unregistered	Registered**
<b>Discount</b>	5%	15%

\*\*Registration deal policies under "Deal registration Scheme", section 2

\*\*\*Hardware (if applicable) is not included in referral fee above.

### 2.2 Bronze Partner

In order to qualify for Bronze partner status, a partner must have met the following conditions:

- Net sales with of at least agreed \$100K per annum
- Complete 1 day of sales training on Cryptzone (1 member of staff)
- Complete 1 day of technical training on selected Cryptzone solutions that the partner will sell (2 members of staff)
- Have a specific Cryptzone content description on the partner web site (logo and 200 words)
- Be able to provide 1st line technical support on solutions sold In return, a Bronze level partner will enjoy the following benefits and support:
- A welcome pack consisting of your signed contract, Cryptzone partner logo including a Cryptzone company description for use on your own website partner page
- Access to a Partner Community Portal containing white papers, case studies, news, press updates and events
- Access to standard Cryptzone marketing mailshots communication that you can send to your database, collateral provided by Cryptzone

- Access to partner Training
- Cryptzone NFR licenses for partner and demonstration purposes only as per the reseller agreement (up to 25 users)
- Discount to Bronze Partners – New licenses

Bronze- Partner Discount		
	Discount Level	
<b>Opportunities</b>	Unregistered	Registered**
<b>Discount</b>	15%	25%

\*\*Registration deal policies under "Deal registration Scheme", section 2

\*\*\*Hardware (if applicable) is not included in discount above.

- Discount to Bronze Partners – Support and Maintenance Renewal

Bronze - Renewal Discount	
<b>Discount</b>	20%

### 2.3 Silver Partner

In order to qualify for Silver partner status, a partner must have met the following conditions:

- Net sales with Cryptzone of at least agreed \$250K per calendar year
- Complete 1 day of sales training on Cryptzone (2 members of staff)
- Complete 2 day of technical training on selected Cryptzone solutions that the partner will sell (for 2 members of staff)
- Option to provide 1st and 2nd line technical support
- Have a specific Cryptzone content description on the partner web site (logo and 250 words)

In return, a Silver level partner will enjoy the following benefits and support:

- A welcome pack consisting of your signed contract, Cryptzone partner certificate, partner logo including a Cryptzone company description for use on your own website partner page
- Access to a partner community portal containing white papers, case studies, news, events
- A dedicated partner page on the Cryptzone web site with logo, profile, case study information and contact form
- Co-branded marketing collateral
- Access to standard Cryptzone marketing mailshots communication that you can send to your database, collateral provided by Cryptzone

- Access to partner Training
- Cryptzone NFR Licenses for partner and demonstration purposes only as per the reseller agreement (up to 50 users)
- Discount to Silver Partners – New Licenses

Silver Partner Discount		
	Discount Level	
<b>Opportunities</b>	Unregistered	Registered**
<b>Discount</b>	20%	30%

\*\*Registration deal policies under "Deal registration Scheme", section 2

\*\*\*Hardware (if applicable) is not included in discount above.

- Discount to Silver Partners- Support and Maintenance Renewal

Silver - Renewal Discount	
<b>Discount</b>	22.5%

- MDF - A marketing contribution from Cryptzone based on 2% of net sales (see section 2.5 for terms and conditions)

## 2.4 Gold Partner

In order to qualify for Gold partner status, a partner must have met the following conditions:

- Net sales with Cryptzone of at least agreed \$ per calendar
- Complete 1 day of sales training on Cryptzone (at least 3 members of staff)
- Complete 1 day of training Cryptzone for telesales staff
- Completed 3 day of technical training on Cryptzone product (for 3 members of staff)
- Option to provide 1st and 2nd line technical support
- Have a specific Cryptzone content description on the partner web site (logo and 300 words minimum)

In return, a Gold level partner will enjoy the following benefits and support:

- A welcome pack consisting of your signed contract, Cryptzone partner certificate and partner logo including a Cryptzone company description for use on your own website partner page
- Access to a partner community portal containing white papers, case studies, news, events
- A dedicated partner page on the Cryptzone web site with logo, profile, case study information and contact form
- Co-branded marketing collateral
- Standard marketing mailshots to your database, collateral

provided by Cryptzone

- A custom webinar for your customers and prospects with a Cryptzone guest speaker
- Direct sales support from Cryptzone for exhibitions and events
- Access to partner Portal Training
- Cryptzone NFR license's for partner and demonstration purposes only as per the reseller agreement (up to 100 users)
- Discount to Gold Partners – New Licenses

Gold Partner Discount		
	Discount Level	
<b>Opportunities</b>	Unregistered	Registered**
<b>Discount</b>	25%	35%

\*\*Registration deal policies under "Deal registration Scheme", section 2

\*\*\*Hardware (if applicable) is not included in discount above.

- Discount to Gold partner – Renewal licenses

Gold - Renewal Discount	
<b>Discount</b>	25%

- MDF - A marketing contribution from Cryptzone based on 4% of net sales (see section 2.5 for terms and conditions)

## 3. Marketing Development Fund

In order to get access to Cryptzone Marketing Development Fund (MDF), the partner needs to achieve its agreed quarter revenue target.

As part of the wider Partner Program, all Cryptzone Silver

and Gold level partners will be able to fund certain marketing activities using a marketing contribution provided by Cryptzone.

Please note that this Cryptzone marketing contribution will be held in trust by Cryptzone- and must be spent within 12 months of its award. No funds can be carried over into the following year. Any partner marketing activities involving MDF from Cryptzone must be discussed with Cryptzone Manager and gain prior agreement and approval from Cryptzone-. If the partner fails to discuss the activities with Cryptzone the MDF may be declined.

In order to make a claim for any eligible items or activities, copies of the relevant invoices must be received by Cryptzone no later than the end of the quarter in which the expenditure has been incurred.

Initially, balance statements showing the amount of marketing contribution remaining will be sent to you by email upon request, although we expect to make this information available to you in real time via the Partner Portal in due course.

The MDF program can be used to sponsor different sales activities with the aim to generate Cryptzone leads and

opportunities.

- Sales Incentive Program – Sales spiff days, Partner sales team incentive,
- Customer events such as seminar, lunch
- Exhibitions, major trade events

How we support you	Referral	Bronze	Silver	Gold
Cryptzone End-User Webinar	✓	✓	✓	✓
Marketing & Sales tools	✓	✓	✓	✓
Engagement with Direct Touch sales/presales	✓	✓	✓	✓
Joint end user visits	✓	✓	✓	✓
NFR licenses		✓	✓	✓
Partner Logo		✓	✓	✓
Cobranded Collateral			✓	✓
Participation in beta programs			✓	✓
Quarterly Sales review and information package		✓	✓	✓
MDF Fund			✓	✓
Nominated sales, technical and marketing team			✓	✓
Custom Webinar				✓



## 4. Deal Registration

### 4.1 Background

All of our Partners want rules from us about the qualification of leads. The aim of this is to enable Cryptzone to manage its Partners and the effort that we put in to support particular ones by assigning a deal through a recognized and fair process.

This is a deal registration scheme and not a customer registration scheme.

### 4.2 Rules

The deal will be registered with that Partner for 6 months and reviewed thereafter. This stops a Partner registering and then not following up. All leads should be registered using the online [Partner lead registration tool](#).

A lead will be deemed assigned when the following questions have been clearly and fully answered to the satisfaction of your Cryptzone Sales Contact.

#### 1. Customer Information

- a. Customer Company name
- b. Customer Country
- c. Address, Town/City, Postcode
- d. Contact First name and Last Name
- e. Contact Job Title
- f. Phone
- g. Email
- h. Fax

#### 2. Basic Deal Qualification

- a. Customer business needs and issues or challenges to solve
- b. Any current solution in place? Status and reasons for looking for another solution
- c. Any competition? Name of competitors?
- d. Budget in place – Yes or No? When possible get the value of the budget for the project
- e. Number of user? Number of years support and maintenance?

#### 3. Business people identified for the project

- a. Business Decision Makers
- b. Sponsors
- c. Influencers
- d. Technical Decision Makers
- e. Technical Advisors
- f. Technical Testers only

Cryptzone will support the Partner by commercial and technical visits to the target customer. Cryptzone/ will support the Partner with case studies for the target customer and references to existing customer (where these are available).

These rules are not hard and fast and Cryptzone may choose to refuse to register a lead to a certain Partner if the lead qualification is not sufficient to be registered.

For this system to work it will require Partner to be open with us about their prospects and target customers. If a Partner is not open then that Partner runs the risk of having a deal registration refused because another Partner has got there first or delivers the appropriate qualification.



## About Cryptzone

Cryptzone secures the enterprise with dynamic, context aware security solutions that protect critical services, applications and content from internal and external threats. For over a decade, enterprises have turned to Cryptzone to galvanize their Cloud and network security with responsive protection and access intelligence. More than 750 public sector and enterprise customers, including some of the leading names in technology, manufacturing and consumer products trust Cryptzone to keep their data and applications secure.



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