



THE REDSEAL PARTNER PROGRAM

WHY REDSEAL

RedSeal's culture is sales-focused and partner-friendly. There is strong industry demand for our network modeling and risk scoring platform. And, we have a well-defined partner program for solution providers as well as technology, managed services and cloud providers.

We provide your organization with a solid security platform and optimized service revenues so you can differentiate yourself in the market. With RedSeal, your customers will be able to get more from their cybersecurity investments. They'll be able to model, measure and manage their hybrid datacenters and become digitally resilient in the face of ever-changing cyber threats and network interruptions.

REDSEAL AND PARTNERS

Membership in the RedSeal Partner Program is by invitation only. This is a select group of expert RedSeal solution and services providers. They are industry leaders with a significant presence in multiple geographies.

In return, these exclusive partners enjoy a substantial commitment from RedSeal. Each has a named account manager, marketing, technical and program support, and access to our executives.

Through the program, we collaborate with you to develop business objectives, including business planning and revenue targets. We help you develop value propositions and explain your added value. We will also work with you on structured initiatives, such as go-to-market and development support.

REDSEAL PARTNER PROGRAM BENEFITS & REQUIREMENTS

As a member of the RedSeal Partner Program, your organization is eligible to receive a variety of enablement, sales, marketing, and support benefits. Program benefits are structured to compliment different partner business models, to help you successfully take products and services to market. RedSeal is dedicated to working with you to assist customers in measuring performance and driving business value.

OVERVIEW

The RedSeal Partner Program helps you better capture the momentum of the growing cybersecurity marketplace. Partnering with RedSeal creates opportunities to promote, build, and deliver the benefits of digital resilience solutions to your customers. We combine our strengths with yours to offer complete solutions that help customers achieve a significant return on investment within a short period of time.



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BENEFITS

Business

- Product resale discount
- Deal registration discount
- Professional services discount
- Not-for-resale (NFR), internal use licenses (IULs)
- Beta program participation
- Lab inclusion incentives
- By invitation:
 - Quarterly partner advisory call
 - Executive sponsors

Communications

- Partner resource portal
- Joint business planning
- Local user groups
- Eligible to issue press releases, with approval
- Executive partner communications

Marketing

- Marketing consultant support
- Syndicated content
- Marketing campaign materials
- Partner logos and branded materials
- Joint roadmap and GTM planning sessions
- Eligible for joint webinars, and access co-branded templates

Sales

- Regional account manager support
- Regional sales engineer support
- Sales tools and incentives
- Qualified sales leads

Technical Support

- How-to guides
- Access to technical support and RedSeal “Demo Net”
- Product roadmaps
- Access to RedSeal knowledgebase
- Access to beta programs (by invitation)

Training Online

- Sales onboarding
- Monthly training webinars
- Invitation to RedSeal Quarterly Sales Bootcamp
- Personalized RedSeal training

REQUIREMENTS

- Signed partner agreement
- Sales volume commitment
- Annual business plan
- Annual business review
- Participation in RedSeal sales forecasting process
- Two trained sales associates
- Two trained technical associates
- Internal deployment of RedSeal
- Enrollment in RedSeal Demo Net
- Enrollment in RedSeal Partner Resource Center
- Attend Quarterly Training Bootcamps
- Attend annual Advisory Council call
- Lead follow-up and reporting
- Partner profile

CHANGES TO REDSEAL PARTNER PROGRAM

All program requirements must be met to continue to receive program benefits.

RedSeal reserves the right to change the requirements and benefits stated in our Partner Program Guide. We will make every effort to contact partner members before changes occur. We will also make changes and modifications available on RedSeal's Partner Resource Center (PRC). We strongly recommend that partners visit the PRC on a regular basis to ensure that they are up-to-date on the partner resources.



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