



SECLORE

SECLORE
ALLIANCE Program





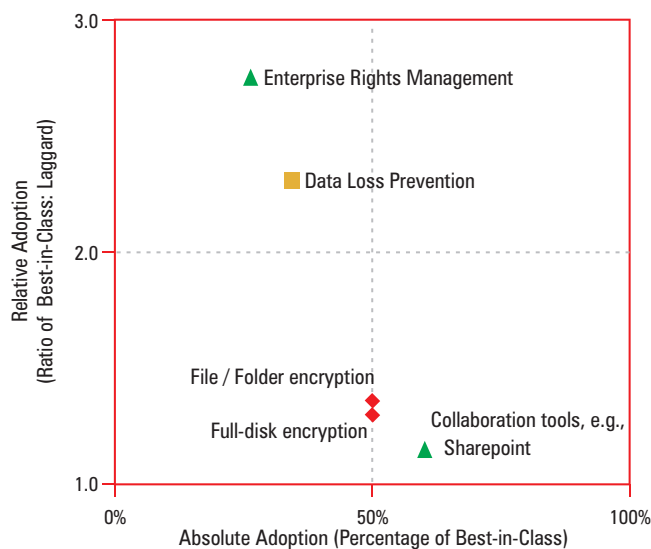
Seclore Technology is a high growth security software product company, providing security solutions in the areas of information usage control, Information Rights Management (IRM) and secure outsourcing.

Seclore's expertise lies in the control of information post distribution, irrespective of its location and mode of transfer. With this the receiver is able/not-able to distribute, edit, print, copy-paste, screen-grab information from the document. It is also possible to remotely destruct the documents at the receivers end.

Some of the largest companies in banking and financial services, insurance, engineering services, educational institutes, among others, use Seclore's technology to secure data that is used internally or provided to a vendor for outsourced processes.

Absolute, Relative Adoption of IRM by the Best-in-Class

Technologies / solutions currently used in the context of protecting and managing unstructured data



Source: Aberdeen Group, 2009

Security for unstructured data or information rights management should not be reactive, but a well thought pre-emptive process.

Seclore's products help mitigate the risk arising out of information breaches and regulatory non-compliance whilst enhancing collaboration.

Seclore FileSecure has more than 1 million users



The Seclore ALLIANCE Program enables you to penetrate new accounts and markets, grow your business with existing customers, and participate in the explosive growth of rights management systems in general and in particular.

The program is designed to empower you with the tools, product knowledge, skills and expertise required to position and sell the state-of-the-art rights management product.



The traditional approach of information security has taken a very wide focus at protecting enterprise systems, often at the expense of the data and information contained within.

– Gartner, 2009








Seclore ALLIANCE Benefits

The following benefits and resources are available to support all facets of the business. The result is a channel partnership uniquely customized to enable each member to deliver maximum results that consistently exceed customers' expectations.

MODULE 1: SECLORE ALLIANCE MEMBER KIT

Benefits	Associate Partner	Advantage Partner	Premier Partner
Partner Relationship Manager			
Account manager for all of Member's needs	Shared	Shared	Dedicated
Partner Site Access			
Seclore Partner Portal is a rich repository of artifacts which can be used by members for speeding up customer decision making process through the sales cycle	✓	✓	✓
Access to Seclore ALLIANCE Logo			
Members gain access to Seclore ALLIANCE logo to be used on website and other collaterals			

MODULE 2: SALES TRAINING AND SUPPORT

Benefits	Associate Partner	Advantage Partner	Premier Partner
Sales Training			
Product and sales training by Seclore for efficient end-to-end sales management	Online or common training session	Online or common training session	Dedicated session
Pre-sales Support			
Pre-sales technical support for all qualified opportunities by Seclore's pre-sales experts	✓	✓	✓
Secure Logins for Seclore FileSecure			
Allows members to "share with confidence" documents with potential customers	✓	✓	✓
Sales Leads from Seclore			
Qualified leads from Seclore based on geographic reach and vertical focus of member	X	✓	✓
Self-sufficient Virtual Machine Demo			
Assistance in setting up a completely self-sufficient virtual machine demo which can be used for training and client presentations	X	✓	✓
Logo and Reference on Seclore's Website			
Member reference on Seclore's website in the partner section	X	X	✓
Joint Event and Tradeshow Attendance			
Member will be invited to participate in major industry events and trade shows	X	X	✓
Client Contracting			
Member can contract with customers	X	✓	✓
FileSecure Express for Internal Usage			
Licenses will be provided at a discounted rate for internal use	X	X	Available at a discounted price



Unstructured data flows more freely to end-users who need it, and is flowing more freely outside traditional enterprise boundaries.

– Aberdeen Group, 2009



MODULE 3: TRAINING AND SUPPORT

Benefits	Associate Partner	Advantage Partner	Premier Partner
Professional Services Training			
Technical training to install and configure Seclore FileSecure and also train customers on the use independently	X	X	✓
Professional Services / Deployment Accreditation			
Professional services certification to demonstrate expertise and knowledge of Seclore FileSecure	X	X	✓
Access to Product Betas			
Member is entitled to receive yet-to-be-released versions of products for early evaluation and feedback	X	X	✓
Product Management Briefings			
Periodic briefings with Seclore's product management team to jointly plan future releases	X	X	✓
Support Services Training			
Training for independent handling of Level 1 and Level 2 support	X	X	✓
Support Service Accreditation			
Support services certification to demonstrate expertise and knowledge of Seclore FileSecure support provisioning	X	X	✓

Seclore ALLIANCE Commitments

Criteria for becoming a partner per category	Associate Partner	Advantage Partner	Premier Partner
Website Referral			
Seclore ALLIANCE logo and company / product description on member's website	✓	✓	✓
Demo and PoC Capabilities In-house			
Atleast one in-house qualified pre-sales expert to conduct demos and proof of concept	X	✓	✓
Trained Sales Force			
Trained sales force for executing and closing sales	X	✓	✓
Sales Targets			
Annual review of sales commitments to retain partnership level	X	✓	✓
Professional Services			
Trained and certified professional services delivery team	X	X	✓
Annual Program Fee			
Annual program fees paid upfront & adjusted against customer license revenues	X	X	✓

Seclore ALLIANCE Commission Structure

Rewards	Associate Partner	Advantage Partner	Premier Partner
Software Licenses			
Tiered incentive bands based on quarterly revenues from license sales	✓	✓	✓
Professional Services			
Sharing of revenues generated from professional services	✓	✓	Enhanced. Based on services delivered by ALLIANCE member
Support Services			
Sharing of revenues generated from support services.	✓	✓	Enhanced. Based on support responsibilities



Seclore ALLIANCE Participation Levels



Associate Partner

Benefits	Requirements	Suits you if ...
<ul style="list-style-type: none"> Access to a variety of sales and marketing resources Attractive rewards and an opportunity to become a part of a high growth rights management, market with little investment and commitment. 	<ul style="list-style-type: none"> Updated knowledge of Seclore's technology and its value Minimal set of qualified leads per quarter, based on mutually accepted criteria Commitment to support the Seclore team to convert interest into revenue. 	<ul style="list-style-type: none"> Your core business requires you to advise on information technology, security, compliance and IP protection issues You are an independent consultant or a small business owner You are "testing the water" in the rights management space.



Advantage Partner

Benefits	Requirements	Suits you if ...
<ul style="list-style-type: none"> Access to a variety of sales and marketing resources Training to independently execute sales Access to qualified leads from Seclore Enhanced and tiered incentive program. 	<ul style="list-style-type: none"> Maintenance of a qualified sales team to clearly articulate the value of Seclore's technology Maintenance of a qualified pre-sales team to provide demos, execute proof-of-concepts and answer basic technology queries from the client in the sales cycle. 	<ul style="list-style-type: none"> Your firm focuses on security solutions/products You want to capitalize on one of the fastest growing enterprise solution markets You are a significant seller of complimentary technologies like ECM, DLP, DMS, e-Learning You already have a set of qualified leads or interests from customers about Seclore's technology You are not yet ready to invest significantly in the joint business but would like to wait for the first few customer opportunities before investing further.



Premier Partner

Benefits	Requirements	Suits you if ...
<ul style="list-style-type: none"> Access to a variety of sales and marketing resources Training to independently execute sales Access to consulting and technology services resources Access to qualified leads from Seclore Enhanced and tiered incentive program Closest working relationship with Seclore product development and consulting team Prominent mention on Seclore's website Discounted Seclore FileSecure Xpress model for internal usage. 	<ul style="list-style-type: none"> Premier partnerships are high involvement from a planning, sales and technology delivery perspective Premier partnership delivers value when qualified sales and technical resources are actively pursuing opportunities Periodic review of sales and joint marketing plans Annual Program Fee is adjusted against sales. 	<ul style="list-style-type: none"> Your firm focuses on security solutions/products already You want to capitalize on one of the fastest growing enterprise solution markets You are a significant seller of complimentary technologies like ECM, DLP, DMS, e-Learning You already have a set of qualified leads or interests from customers about Seclore's technology You would like to make non-trivial investments in pursuing opportunities and expect Seclore to invest significantly in this pursuit You would like to work very closely with Seclore in addressing the market.



Enterprise Rights Management is growing steadily, with expected revenues of \$450 million in 2013.

– ABI Research, 2009





SECLORE

www.seclare.com

Join the Seclore Alliance Program

Visit us: <http://www.seclare.com/partners-inqu.html>

Email: alliance@seclare.com

Blog: <http://www.seclare.blogspot.com>

Join the Seclore group on LinkedIn <http://www.linkedin.com/e/gis/1136837>