

# The Seclore Advantage Channel Partner Program

The Rewards of Being a Seclore Reseller or Distributor



Seclore's Channel Partner Program offers benefits for Resellers and Distributors.



## Leading-Edge Technology

Seclore offers the market's first browser-based Data-Centric Security Platform, which gives organizations the agility to utilize best-of-breed solutions to discover, identify, protect, and analyze the usage of data wherever it goes.



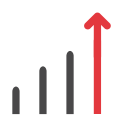
## A Committed Team

Our partner program is small by design, because we are selective about recruiting and going to market with partners with whom there is a strong, two-way fit. That's why our partner team is able to stay focused, working hand-in-hand with partners to achieve our mutual goals.



## Profitable, Recurring Revenue Stream

Seclore offers attractive commissions so partners gain profitable, recurring revenue while helping customers solve a critical security vulnerability.



## Adjacent Upsell Opportunities

If you're a Reseller already selling Classification, DLP or Enterprise applications such as the leading DLP solutions, Microsoft SharePoint, SAP or IBM ECM, you leverage your team's pre-existing expertise and relationships — with a reduced sales cycle and cost-of sale.



## Partner Program with Built-in Growth Path

Our partner program, tools and assets are easy to access, easy to use, and give you a straightforward path to grow your business with Seclore.

## PROGRAM BENEFITS AT-A-GLANCE

- Rich commissions
- Deal registration to protect your sales investment
- Free sales and pre-sales training
- Discounts on instructor-led training
- Enablement and sales assets
- Free Seclore protector licenses for sending protected files to customers
- Seclore licenses for internal use at discounted rates
- Seclore pre-sales/post-sales technical support
- For qualifying Resellers and Distributors, Market Development Funds (MDF) and Partner Marketing Concierge services

### With Seclore, Get in Early on a Fast-Emerging Growth Market:

"By 2020, information-centric capabilities, especially enterprise digital rights management (EDRM) encryption, will be the only durable, granular, file-level mobile data protection."

Gartner Security & Risk Management Summit, 12-15 June 2017, "Scale Information-Centric Security from Internal Operations to Business Partners and Beyond", John Girard and Brian Reed, Gartner

## Channel Program Benefits & Requirements

### Silver Reseller

#### Benefits

- Discounts for registered deals. Baseline discount only if deal hasn't been registered.
- 9-month protection for registered deals
- Free access to sales assets via the [Seclore Partner Portal](#)
- Free sales and pre-sales training
- Free Seclore protector licenses for sending protected files to customers
- Seclore licenses for internal use at discounted rates
- Online Seclore pre-sales and post-sales technical support resources

#### Requirements

- Complete Seclore Sales Training (min 2 people, renewal every 6 months)

### Gold Reseller

#### Benefits

- Increased discounts for registered deals. Baseline discount only if deal hasn't been registered.
- 9-month protection for registered deals can be extended by Seclore Channel Manager
- Free access to sales assets via the [Seclore Partner Portal](#)
- Free access to Seclore Partner Marketing Concierge Services
- Free access to pre-built, co-brandable marketing assets and lead-generation campaigns
- Free sales and pre-sales training
- Option of virtual or in-person, instructor-led training available at 25% discount
- Free Seclore protector licenses for sending protected files to customers
- Seclore licenses for internal use at discounted rates
- Shared Seclore pre-sales and post-sales technical support

#### Requirements

- Complete Seclore Sales Training (min 2 people/every 6 months)
- Complete Seclore Pre-Sales Training (min 2 people/every 6 months)

### Platinum Reseller

#### Benefits

- Seclore's highest discounts for registered deals. Baseline discount only if deal hasn't been registered.
- 9-month protection for registered deals can be extended by Seclore Channel Manager
- Free access to sales assets via the [Seclore Partner Portal](#)
- Free access to Seclore Partner Marketing Concierge Services
- Free access to pre-built, co-brandable marketing assets and lead-generation campaigns
- Free sales and pre-sales training
- Option of virtual or in-person, instructor-led training available at 50% discount
- Free Seclore protector licenses for sending protected files to customers
- Seclore licenses for internal use at discounted rates
- Shared Seclore pre-sales and post-sales technical support

#### Requirements

- By invite of Seclore channel leaders only. Typically reserved for Direct VARs working with Seclore in multiple geos and/or VARs having driven at least 2 quarters of significant business with Seclore.
- Complete Seclore Sales Training (min 2 people/every 6 months)
- Complete Seclore Pre-Sales Training (min 4 people/every 6 months)



## Channel Program Benefits & Requirements (cont.)

### Distributor

#### Benefits

- Discount for VAR-registered deals; no discount if VAR hasn't registered the deal
- Free Seclore protector licenses for sending protected files to resellers
- Free access to sales assets via the [Seclore Partner Portal](#)
- Free access to Seclore Partner Marketing Concierge Services
- Two free, custom lead generation campaigns per year, tailored for Distributor's VARs, to be determined together with Distribution Partner and within pre-defined budget parameters
- Free sales and pre-sales training
- Option of virtual or in-person, instructor-led training available at 50% discount
- Seclore licenses for internal use at discounted rates
- Shared Seclore pre-sales and post-sales technical support

#### Requirements

- Complete Seclore Sales Training (min 2 people/every 6 months)
- Complete Seclore Pre-Sales Training (min 4 people/every 6 months)
- Host Seclore virtual demonstration for VAR training and for customers

### Referral/Consulting Partner

#### Benefits

- Discounts for registered deals. Baseline discount only if deal hasn't been registered.
- Free access to sales assets via the [Seclore Partner Portal](#)
- Free sales and pre-sales training
- Free Seclore protector licenses for sending protected files to customers
- Seclore licenses for internal use at discounted rates

#### Ways to Step Up Your Rewards

- Take Seclore's Sales & Pre-Sales Training
- Register your deal on the [Seclore Partner Portal](#)
- Shift from referral-only to full-sell
- Discuss with your Seclore Account Representative joint business planning and target setting
- For qualifying Resellers and Distributors, apply for Seclore Market Development Funds (MDF)



# The Seclore Advantage Channel Partner Program

## Seclore At-A-Glance

- Founded in 2010
- Only browser-based Data-Centric Security Platform
- Complete information protection with minimal friction and cost
- Protects any type of file
- Automation innovations accelerate adoption
- Technology-, device-, OS-agnostic
- 2000+ customers in 29 countries
- 2 billion files already protected
- Multiple award winner

Not Yet a Seclore Partner? Join Us.

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**SECLORE**

PARTNER NETWORK

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