

SafeFrontier Partner Program – Channel Benefits

North America (2009)

The SafeFrontier Partner Program offers participants a broad array of benefits and resources to help grow their business and support customers. Benefits and access vary by partner type and level in the program. The Matrix below outlines available partner benefits

for different program levels. The registration is free but delivery of benefits is always a subject to SafeFrontier’s then-current policies and processes. Information provided and benefit availability may vary by region and may require additional approval.

Benefits Matrix

Channel Partner Level	Registered	Silver	Gold	SP Gold	Platinum	SP Platinum
Support						
Online Technical Support	•	•	•	•	•	•
Priority Technical Support		•	•	•	•	•
Dedicated Account Manager			•	•	•	•
Advanced Product Information			•	•	•	•
Marketing & Sales						
Access to Partner Marketing Funds ¹				•	•	•
Access to Product Advances ¹		•	•	•	•	•
Partner Trade Discount	•	•	•	•	•	•
Cumulative Quantity Discount ²	•	•	•	•	•	•
Promotional Allowances ¹		•	•	•	•	•
Rebate Eligibility				•		•
Partner Events			•	•	•	•
Marketing Tools ³	•	•	•	•	•	•
Co-Branding ³				•	•	•
Beta Program		•	•	•	•	•
Access to Competitive Information ³			•	•	•	•
Advanced Product Information			•	•	•	•
Enable						
Internal License Program ⁴				•		•
Electronic Ordering	•	•	•	•	•	•
Online Training		•	•	•	•	•
Onsite Training				•	•	•
Alternative Licensing Models				•		•
Value Added Services ⁴				•		•
Partner Satisfaction Program	•	•	•	•	•	•
Communications, News, and Products	•	•	•	•	•	•
Access to Partner Forum			•	•	•	•

1. Subject to resource availability; requires additional approval; not offered in all regions; may be subject to further participation requirements.
 2. Subject to a restricted range of products and delivered by download only.
 3. Information provided and benefit availability may vary subject to regional approval.
 4. Service Provider Partners only, as defined by SafeFrontier.

Benefits Details

Online technical support

As a part of the program, all partners can receive online support using the interactive Help Desk integrated into the web-based partner account console. Technical questions are answered by SafeFrontier support personal. Billing, ordering, and payment processing are answered by Digital River GmbH (Share*it), SafeFrontier's e-commerce partner. Messages are processed in the order received and the indicated priority level. To create, update, and manage service requests online, partners have to login to their SafeFrontier partner account and follow the instructions.

Priority technical support

Priority technical support for North American (US and Canada) partners is provided online on 24x7 bases and over the telephone during normal business hours, 8am -5pm Monday through Friday Eastern Time (GMT-05:00). Priority technical support is available to partners depending on the partner type and partner level in the program, as specified in the Benefits Matrix. Each partner is assigned a Partner ID during the registration process. This Partner ID is also a support identifier and anyone in the partner's company contacting technical support over the phone must provide this identifier. By having the identifier available when calling for technical support, partners ensure that they receive priority in the support queue based on their membership in the SafeFrontier Partner Program.

When you contact SafeFrontier via support online service, your partner account Login is your Partner ID. Please be aware that partners are responsible

for managing the use of their Partner ID and that SafeFrontier will not verify that a caller is authorized to use it or not. Service levels remain unchanged whether a case is logged by phone or online via online support. Telephone support should only be used to log incidents which are determined by the partner to be Severity 2 or higher level issues. A Severity 2 issue is defined as one that is a problem where a major functionality is severely impaired; operations can continue in a restricted fashion, although long-term productivity might be adversely affected. Partner technical support services are provided at no charge as part of the program benefit. It is provided in accordance with SafeFrontier's standard support terms, and is subject to change without notice.

Dedicated account manager

Gold, Platinum, and Service Provider partners are assigned a dedicated Account Manager who will be their primary contact at SafeFrontier. Helping partners to successfully grow their business, each partner will have a dedicated SafeFrontier account specialist assisting him with all partner transactions, support, services, consulting, business development, and marketing.

Advanced product information

Partners receive critical information on SafeFrontier products before they are released to the general public. This can help them to learn about products and identify sales opportunities for new product releases. This information is considered proprietary to SafeFrontier, and agreement to additional terms may be required.

Benefits Details

Access to partner marketing funds

The Partner Marketing Fund Program is designed to provide partners with marketing funds to generate customer demand and promote SafeFrontier solutions. Eligible partners are able to fund a broad range of activities designed to help differentiate offerings and increase revenue from SafeFrontier products. Partner Marketing Funds are available to Platinum and Service Provider partners and are subject to regional availability. For more information regarding this program, please contact your Partner Account Manager.

Access to product advances (forward dating)

As part of the program benefit, eligible partners can take advantage of product advances establishing line of credit with SafeFrontier. Partners can place purchase orders for SafeFrontier products with the date of the invoice essentially moved forward. This is where partners don't have to pay for the goods until well after they arrive. For example, partner purchases and receives products on November 1st but the payment date on the invoice is January 1st, therefore partner can sell the goods before paying for them.

Product advances are available to help partners reduce their operating cycle investment acquiring inventory without disbursing the cash. It allows partners to strategically allocate their resources, i.e. expend marketing companies or provide better customer service to increase their profits and reduce investment with the suppliers in the course of expanding customer sales.

Product advances are available to qualified partners as specified in the Benefits Matrix above. Partner eligibility and the limit of credit line is determined by the Partner Account Manager. It is generally based on the partner level in the program, compliance with the terms and conditions, and the credit score calculated from the financial statement provided by the partner. The credit line for eligible partners can be as high as \$100K (US) with the term of the invoice forward dating ranging from 30 to 90 days. The program may be subject to further participation requirements, resource availability, may not be offered in all regions, and requires further SafeFrontier approval. For more information, please contact your Partner Account Manager.

Partner trade discount (fixed)

All partners accepted into the program are eligible for partner trade discount. The discount benefit depends on the partner level in the program and compliance with terms and conditions of the program. Please refer to the Discounts and Allowances Matrix for more information.

Trade discount applies as a fixed percentage subtracted from the product listed sales price. The discount is currently applicable to all SafeFrontier products purchased by the partner. However, SafeFrontier reserves the right to change these conditions at anytime notifying the partner via electronic means or posting the information on <http://safefrontier.com>. The discount does not apply to the products and services offered by SafeFrontier partners that are subject to different terms and conditions (i.e. extended key download services, CD delivery services, etc.).

Benefits Details

Cumulative quantity discount (variable)

All partners accepted into the program are eligible for partner cumulative quantity discount. The discount benefit depends on the partner level in the program and compliance with terms and conditions of the program. Please refer to the Discounts and Allowances Matrix for more information.

Cumulative quantity discount (variable discount) is a price reduction based on revenue or the number of products sold. Different discounts are available according to the partner's ability to achieve sales or revenue goals specified in the discount scale. Eligibility for the discount is based on the partner's previous full calendar month's sales or revenue, whichever applies. If, for instance, partner purchases a required number of products, then he will receive a volume discount in the following month. However, to remain eligible for the discount, partner must have purchased a defined number of products each month. Variable discount is subject to a restricted range of products delivered by download only and may vary from product to product.

Partners may be eligible for fixed (trade discount) and variable discount at the same time, see the Benefits Matrix for more information. Under these circumstances, fixed discount will be applied until the number of units sold or revenue exceeds the minimum required number of products sold or the minimum revenue, whichever applies. Only then will the variable discount apply. SafeFrontier reserves the right to change these conditions at anytime notifying the partner via electronic means or posting the information on <http://safefrontier.com>.

Promotional Allowances

Promotional allowances are price reductions given to partners for performing promotional activity of SafeFrontier solutions. Allowances may be given to partners for carrying out an advertisement campaign, or maintaining an in-store display, or posting SafeFrontier approved advertising on their popular web pages, etc. Eligible partners can receive promotional allowances for broad range of activities designed to help differentiate offerings and increase customer awareness of SafeFrontier brand and solutions. Promotional allowances are available for Silver, Gold, Platinum, and Service Provider partners and may be subject to regional availability, additional approval, or other terms imposed by SafeFrontier. For more information regarding promotional allowances, please contact your Partner Account Manager or send a request to channelpartner@SafeFrontier.com.

Rebate program

SafeFrontier Rebate Program provides cash rebates to Service Provider partners who sell eligible SafeFrontier products. Partners can earn up to 4% back end rebates on products sold, see Discount and Allowances Matrix for more information.

Rebate dollars are calculated using net license bookings to SafeFrontier from dollar one of eligible purchases. Partners must be enrolled, in good standing, and compliant with requirements of SafeFrontier Partner Program.

Benefits Details

Rebates to which eligible partners become entitled shall accrue for one (1) calendar month, be subject to month-end calculation and verification and thereafter, and be remitted to eligible partners within 60 days from the month in which the

transaction closed. Rebate checks remitted pursuant to this Program must be cashed within ninety (90) days of issuance and shall be void after such period. No replacement checks will be issued as a result of partner's failure to cash a rebate check.

Discounts and Allowances Matrix

Channel Partner Level	Registered	Silver	Gold	SP Gold	Platinum	SP Platinum
Discounts and Allowances (%)						
Partner Trade Discount (fixed)	23	28	35	35	41	41
Cumulative Quantity Discount ¹ (variable)	0-8	0-8	0-8	0-8	0-8	0-8
Promotional Allowances ²	-	vary	vary	vary	vary	vary
Rebate Eligibility	-	-	-	2	-	4

1. Subject to a restricted range of products, delivered by download only, and may vary from product to product.

2. Subject to resource availability; requires additional approval; not offered in all regions; may be subject to further participation requirements.

Note: Cumulative quantity discount is calculated based on the scale below fixed discount will be applied until the number of units sold or revenue

exceeds the minimum required number of products sold or the minimum revenue, whichever applies. Only then will the variable discount apply.

Cumulative Quantity Discount Scale

Channel Partner Level	Registered	Silver	Gold	SP Gold	Platinum	SP Platinum
Cumulative Monthly Revenue (us\$) / Variable Discount (%)						
300 – 1499	2	2	1	-	1	-
1500 – 4999	3	3	2	2	2	2
5000 – 14999	4	4	4	3	3	3
15000 - 49999	5	5	5	5	5	5
50000 - 199999	6	6	6	6	6	6
200000 +	8	8	8	8	8	8

SafeFrontier reserves the right to vary the terms of this Program or to cancel the Program at any time upon publishing notice of such amendment or cancellation at <http://SafeFrontier.com/>.

Benefits Details

Partner events

SafeFrontier sponsors various events, such as partner conferences, briefings, product launches, on a regional and country basis to which eligible partners may be invited to attend and/or participate. Generally there is no fee to attend a SafeFrontier partner event. However, certain events may be fee-based and partner-funded co-sponsorship may be arranged separately by agreement with SafeFrontier regional marketing teams.

Marketing tools

Eligible partners receive access to a range of product and marketing information which is designed to help generate end user demand and drive business with SafeFrontier.

Co-Branding

Value chain co-branding with SafeFrontier embraces a collaborative venture designed to advance the interests of partners in a considered, strategic fashion. SafeFrontier provides opportunity for its partners to create new experiences for the consumer, which, in turn, can create a level of customer value and differentiation not possible with promotional or ingredient co-branding.

SafeFrontier Service Provider partners can also benefit from product-service co-branding. This approach allows partners to share industry-specific competencies while at the same time opening previously unavailable customer bases.

Beta Program

SafeFrontier partner Beta Program is designed to provide an opportunity for partners to engage with SafeFrontier at various levels of the product development cycle for selected products. By participating, partners contribute to product development efforts, providing technical feedback and evaluation of SafeFrontier solutions prior to their release.

By offering pre-release strategy and input, partners help SafeFrontier develop customer-driven solutions. Participation helps shape the direction of development for future SafeFrontier solutions and services, thereby providing customers with the products and services they need. For more information and to submit the online application form to test beta products, please contact your Partner Account Manager.

Access to competitive information

The competitive information provided by SafeFrontier designed to assist with the development of new business opportunities and to manage competitive situations. This information is provided at no cost for use in selling SafeFrontier solutions, and it is not for any other use or for distribution. For more information, please contact your Partner Account Manager.

Advanced product information

Partners receive important information on SafeFrontier products before they are released to the general public.

Benefits Details

This can help them to learn about products and identify sales opportunities for new product releases. This information is considered proprietary to SafeFrontier and agreement to additional terms may be required.

Internal license program

Service Provider partners can benefit from Internal License Program that provides SafeFrontier solutions for internal use only, allowing partners to become more familiar with SafeFrontier products and services. These licenses are term-limited and can only be used in the partner's facilities.

Electronic ordering

SafeFrontier, together with its global e-commerce partner Digital River GmbH (Share*it) offers flexible platform handling the entire online transaction - from payment processing to product delivery to order related customer services. It is powered by, an internet based collaboration system that streamlines and automates business relations offering partners direct secure passage to the multilingual business resources any time around the clock.

With personal account and customized catalogs, partners can get information about SafeFrontier products, place orders and keep track of their purchases. They can also choose their preferred currency and payment type placing their orders.

Electronic ordering speeds up the delivery process, so partners can close the sales and deliver products faster. SafeFrontier provides a feature reach system that allows partner's staff to spend less time on the procurement and helps maintain compliance with the accounting standards.

Online training

SafeFrontier Sales Expert program offers qualified partners a comprehensive point-product online training and assessments at no charge to help them sell and position SafeFrontier products and solutions more effectively. SafeFrontier sales accreditation also provides a measure of achievement and recognition in the SafeFrontier Partner Program.

SafeFrontier Technical Specialist accreditation program provides partners with the ability to accelerate and test their technical knowledge of SafeFrontier's point products through online assessment at no cost. Accreditation helps partners to better meet customers' sales and support needs. SafeFrontier Technical Specialist achievement also provides a measure of recognition in the SafeFrontier Partner Program.

Eligibility to advance in the SafeFrontier Partner Program and/or participate in additional programs may require Sales Expert and/or Technical Specialist accreditations.

Online training programs are subject to availability and may not be offered in all regions or languages. For more information, please contact your Partner Account Manager.

Benefits Details

Onsite training

SafeFrontier provides onsite training for technical personnel of Service Provider partners and large volume customers. The training helps partners and customers to quickly learn features and capabilities of SafeFrontier products, implement best management and product deployment practices, as well as establish personal relationship with SafeFrontier.

The Onsite training program is subject to availability and may not be offered in all regions or languages. For more information and training arrangement, please contact your Partner Account Manager.

Alternative licensing models

Service Provider partners can benefit from alternative product licensing models offered by SafeFrontier.

Service Provider partners can purchase a single license from SafeFrontier at a fixed price to provide any number of products and services for a specified period of time to all their customers hosting and operating SafeFrontier server application.

Partner-Pays-When-Software-Used License (PPWSUL), on-demand Software as Service (SaaS) license model that allows Service Providers hosting SafeFrontier server application to increase or decrease their subscription license inventory to match demand by adding or removing licenses from customers' accounts without the need to pay SafeFrontier for the licenses that are currently not in use.

For more information on alternative licensing, please refer to Service Provider Partner Guide or contact your Partner Account Manager.

Value added services

SafeFrontier products enable Service Provider partners to design, construct, and deploy mobile security and asset management services on behalf of their customers. Service Provider's can be hosting SafeFrontier products or they can provide "in the cloud" security service that is hosted by SafeFrontier but co-branded and sold by the Service Provider.

Partners will be able to offer services including:

- Partner server software hosting
- Deployment and administration assistance
- Lost or stolen computer incident response and recovery support
- Remote technical assistance for mobile employees
- Monitoring of operability and security compliance
- Mobile assets tracking, computer lease, and drift management
- Software as a Service (SAAS) license subscription model

SafeFrontier allows Service Providers to build security services that are based upon their areas of expertise or commercial needs, creating exciting up-sell opportunities for existing and new customers.

Benefits Details

Partner satisfaction program

The Partner Satisfaction Program helps SafeFrontier better understand its partners and their needs. Partners can influence decisions SafeFrontier makes as a company and therefore invited to participate in the surveys and discussions. Responses and feedback remain confidential with SafeFrontier. Feedback from the partners who have already participated in the program has helped SafeFrontier implement changes and improve partners' overall experience.

Communications, news, and products

Partners receive ongoing communication about SafeFrontier news, products, solutions, industry events, and promotions via regional newsletters, email, conferences, and seminars.

Access to partner forum

Eligible partners receive access to SafeFrontier partner forum. The forum offers a wealth of

information on different topics, sharing the ideas in life discussion about mobile security and new trends and challenges in the computer industry.

Amendments to Program or termination

While SafeFrontier tries to assure the completeness and accuracy of this information, occasionally we will need to provide corrections to this material, or updates to our programs. We reserve the right to do this by publication on SafeFrontier official web-site <http://safefrontier.com>, emailing to our partners, or notifying them via other means. SafeFrontier reserves the right to vary the terms of this Program or to cancel the Program upon publishing notice of such amendment or cancellation.

Contact Program Director

If you have any questions or need more information about SafeFrontier Partner Program, please contact us at channelpartner@SafeFrontier.com



Safe Frontier Inc.
Corporate Headquarters
1312 Vincent Place
McLean, VA 22101
USA

About SafeFrontier

As a leader in the information security research and development, SafeFrontier is well recognized for its top-quality high performance information risk management solutions and unmatched field expertise. We develop technologies, and we develop products, and we always look for the most efficient way to deliver them to our customers.

Copyright © 2009 Safe Frontier Inc. All rights reserved.