

# SafeFrontier Partner Program Requirements

## North America (2009)

### North American Channel Reseller Partners

Program Guide Requirements apply to US and Canadian Channel Reseller Partners for these regions.

All newly enrolled partners enter the SafeFrontier Partner Program at the Registered Partner level. The enrolment is free for all applicants. To become a Registered Partner, participants must complete the Program application posted on the SafeFrontier web-site

<http://safefrontier.com/resellers?page=enrollment>.

New partners will be asked to agree to the

SafeFrontier Partner Program terms of participation and Digital River GmbH (Share\*it) e-commerce terms of service, as a condition of program enrollment.

Partners may be promoted through the SafeFrontier Partner Program levels by achieving the requirements described in the matrix below. In addition to these requirements, partners will be asked to follow the procedures listed in the Partner Program Guide and any other conditions SafeFrontier may publish.

Requirements Matrix

Channel Partner Level	Registered	Silver	Gold	SP Gold	Platinum	SP Platinum
<b>Requirements</b>						
Completion of SafeFrontier Partner Program Application and acceptance into program	•	•	•	•	•	•
Achievement of Minimum Annual Revenue Targets (US\$)	-	25K	150K	150K	1M	1M
Minimum Number of SafeFrontier Technical Specialist accreditations held by Partner staff	-	-	-	1	1	2
Stipulated Technical Support Capability Level (phone and email support)	-	-	-	2	1	3
Completion of free sales training; minimum number of SafeFrontier Sales Experts	-	-	-	2	2	3
Twelve month business plan with quarterly reporting and business review	-	-	-	•	•	•
Dedicated IT security practice	-	-	-	•	-	•
Active support of SafeFrontier marketing and quality assurance activities	-	-	•	•	•	•

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>.

# Requirements Details

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## Completion of application process

An application must be completed by all SafeFrontier Partners. Applications are posted on the SafeFrontier web-site:

Channel Reseller Partner Application

<http://safefrontier.com/resellers?page=enrollment>

Service Provider Partner Application

<http://safefrontier.com/serviceproviders?page=enrollment>

The application is subject to review and acceptance by SafeFrontier (existing partners do not have to re-apply). Partners will be required to accept the online SafeFrontier Partner Program terms of participation and Digital River GmbH (Share\*it) e-commerce terms of service. In addition Service Provider Partners will be required to accept the SafeFrontier Service Provider Channel Partner Agreement.

## Minimum annual revenue targets

Partners must meet annual minimum sales revenue goals for SafeFrontier products and services as shown in the Requirements Matrix above. The performance year commences in April and runs through the end of March in conjunction with SafeFrontier's fiscal year. Partner status is reviewed regularly and revenue is calculated as the aggregate of all net revenue to SafeFrontier for all partner transactions for licenses, support, services, and consulting.

## Minimum number of technical accreditations held by Partner staff

Service Providers and Platinum Partners must maintain engineers on staff who have achieved

SafeFrontier Technical Specialist accreditations. Please contact your Partner Account Manager for accreditation program details. The minimum number of partner employees accredited by SafeFrontier for each partnership level is shown in the Requirements Matrix above.

## Stipulated technical support capability

All partners should have a stipulated support capability (i.e., front-line phone and email support). Service Providers and Platinum Partners must demonstrate the ability to provide adequate technical assistance to their customers with minimum customer response time. Service Providers and Platinum Partners are required to provide the level of support outlined in the Requirements Matrix.

1<sup>st</sup> Level: Call logging the initial incident, accurately capturing all information, answers general technical questions.

2<sup>nd</sup> Level: Specialized personnel, initially deals with the logged calls passed from the 1<sup>st</sup> Level according to severity and SLAs, and deals with particular technical issues.

3<sup>rd</sup> Level: Problem solver, the absolute specialist for this product. Responds to calls from the 2<sup>nd</sup> Level and authorized dealers. The last point of knowledge in the product support before SafeFrontier development department, stays in contact with SafeFrontier developers, provides technical training.

Please contact your Partner Account Manager for further information on technical support requirements.

## Requirements Details

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### **Sales training and accreditations held by Partner staff**

Online sales training is free and available for all SafeFrontier partners. Please contact your Partner Account Manager for accreditation program details and availability of the program in your region. Partner sales staff should be encouraged to go through the online training modules and complete assessments. Platinum and Service Provider Partners are required to have accredited SafeFrontier sales experts in their organization. The minimum number of partner employees accredited by SafeFrontier for each partnership level is shown in the Requirements Matrix above.

### **Twelve-month business plan and reporting**

Service Providers and Platinum Partners are required to present a twelve-month rolling business plan developed in conjunction with the SafeFrontier Partner Account Manager. The plan and pipeline development forecast are reviewed quarterly or as agreed with the SafeFrontier Partner Account Manager.

### **Dedicated IT security practice**

Service Provider Partners must have a dedicated services practice on staff with the ability to consult, design, assess, and implement security solutions on a customer site.

### **Active support of SafeFrontier marketing activities**

Promoting mobile security and asset management as part of a marketing launch, Service Providers, Platinum, and Gold Partners are required to execute tactics such as press releases, ads, and seminars. Partners are also required to complete an online profile outlining their business details in order to be promoted through the Partner Program levels. Your Partner Account Manager will inform you of the upcoming SafeFrontier marketing events and you should notify your Account Manager if you wish to participate.

### **Partner Program level adjustment process**

Partner levels are adjusted in the SafeFrontier Partner Program by meeting the requirements outlined in the Requirements Matrix. SafeFrontier routinely tracks partner activity within the program, and may periodically adjust a partner level to recognize achievement against program requirements. Partners may also request an adjustment to their program level by contacting their SafeFrontier Partner Account Manager. SafeFrontier will review the request, validate that all requirements are met, and make the appropriate level adjustment. Partners will receive confirmation once the change in level has been completed. Benefits commensurate with a new program level will be enabled once the adjustment is made. Unused benefits from a prior level or program term do not cumulate with or rollover to the new level.

## 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](mailto:channelpartner@SafeFrontier.com)



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## 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.

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