

Channel Partner Program Sales Overview

With the Spirion partner program, you have the opportunity to not only work with one of today's leaders in cybersecurity and compliance but also to deliver a cutting-edge solution that is already installed in thousands of organizations in multiple industries. The "Spirion First" approach is a critical first step for companies that are serious about overcoming the challenge of keeping data secure, private, and in compliance in today's increasingly demanding world.

About Spirion and Our Partner Community

Spirion is the leading provider of enterprise data security and risk management software, helping organizations reduce their sensitive data footprint, and proactively minimize the risks, costs, and reputational damage of data breaches and high-profile security incidents. Data protection cannot succeed unless organizations accurately discover, classify, and protect their sensitive data-at-rest. This is Spirion's super power.

Spirion discovers structured and unstructured sensitive data, such as PHI, PCI, PII, and IP — everywhere it exists, including networks, clouds, and endpoints. The solution then provides highly precise, real-time, persistent classification to reduce data security risks, while helping your clients achieve compliance.

The Spirion in-house team works closely with partners, like you, to help your clients overcome their data security and compliance risk management challenges. We view our partners as an extension of our internal sales team. That's why we equip you with the support you need to succeed — including dedicated headcounts, brandable resources, sales support, technical support, and a number of other resources necessary to help our partners succeed in selling the Spirion platform. Our goal is to assist you with the most critical aspect of your customers' risk mitigation strategy, and equip your team to solve these challenges with Spirion First.

Supporting Successful Sales Partnerships

Partners who align with Spirion gain all the benefits of traditional channel partner programs, with the added benefit of regional sales coverage and 1:1 support for your accounts through both a dedicated channel and our inside sales group.

The Spirion partner program delivers several benefits:

- **Deal Registration Program.** Gain exclusivity, higher margins, and pricing protection.
- **Qualified Leads.** Participate in joint channel marketing events and lead-sharing initiatives.
- **Training.** Educational programs designed to equip you with sales and technical expertise and support.
- **Deal Support for Sales/Tech.** Work closely with Spirion sales and technical experts.
- **Spirion Data Security Risk Assessment.** Learn to use risk assessments for prospecting opportunities.

To participate in the Spirion Partner Program, we ask our partners to invest in the partnership through training, sales team alignment, and executive-level alignment with our leaders. We seek partners with the ability, time, and interest in achieving the following partnership milestones:

- Complete the required partner-level training within six months of the official partnership.
- Reach program-level revenue goals to maintain your annual partner status.
- Engage in business planning sessions and reviews.
- Participate in joint regional marketing events.

Ideal Spirion Partner Characteristics

- Actively selling complementary solutions, like CASB, DLP, SIEM, GRC, and privacy technologies.
- Forging and maintaining strong executive relationships with regional enterprise and midmarket organizations.
- Investing in a strong technical bench, with the ability to dedicate time to understanding all of the benefits of the Spirion data privacy solution.
- Actively acquiring current certifications from other security vendors.

Our Sales Support includes:

	Silver	Gold	Platinum
Partner discounts (3 options):			
• Registered		20%	30%
• Spirion-lead share program (protected)	N/A	N/A	15%
• Non-registered	10%	15%	15%
Data discovery risk assessment certification		✓	✓
Spirion-qualified lead share program		✓	✓
Deal registration — 90 days with ability to extend			✓
Spirion lead sharing program			✓
Annual minimal revenue commitment		\$200,000	\$550,000
Co-lead generation campaigns		✓	✓
Dedicated channel manager and SE			✓
Partner lab licenses			✓
Licenses for customer POCs		✓	✓
Maintenance/subscription renewal protection		✓	✓
General partner sales and SE support		✓	✓
Account planning and mapping with Spirion sales		✓	✓

Take the Next Step to a Profitable Partnership

Partner with the Spirion team today and move toward gaining a strategic solution to add to your data security and risk compliance portfolio. Don't wait to start enjoying greater revenue opportunities, and happier and more satisfied customers. Let's connect to discuss your company's business-growth strategy and to see if a partnership makes sense. Email us to set up a time to discuss this opportunity and get your questions answered at ChannelSales@spirion.com. We look forward to starting the conversation with you!

— The Spirion Partner Team

Spirion is the leader in data discovery, persistent classification, and protection of sensitive data on-premise and in the cloud. Since 2006, thousands of organizations worldwide have reduced their sensitive data footprint and proactively minimized the risks, costs and reputational damage of successful cyberattacks. Spirion provides greater command and control of sensitive data to leading firms across all industries from financial services to healthcare to public sector. Visit us at spirion.com