

Channel Partner Program Marketing 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 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 many other resources. Our goal is to assist you with the most critical aspect of your customers' risk mitigation strategy, and equip your team with the knowledge and tools to solve these challenges with Spirion First.

Supporting Successful Marketing Partnerships

Spirion views an investment in regional marketing as critical to brand awareness, pipeline generation, and data security education for our partners' clients. Spirion also supports our partner marketing programs by investing in partner-backed events that have proven valuable in educating clients about the latest security technologies and business practices.

Our partners gain the opportunity to achieve exceptional success when they engage in private executive dinners, sporting events, concerts, charity golf events, tradeshow, webinars, and not-for-profit galas. Partners willing to invest in the relationship are eligible to participate in these events and more. Our underlying goal is to add value to our partner's client base, while creating a mutual lead pipeline of registered opportunities.

Marketing Program Goals

In working with our partners, we aim to achieve these results:

- Create value for regional clients by educating them on the Spirion First approach to data security and risk management.
- Enable partners to develop a Spirion lead pipeline to support their business goals.
- Reward each partner's time and resource investment in the Spirion relationship.
- Create regional brand awareness through press releases and mutual event promotion on social media platforms.

Our Marketing Support includes:	Silver	Gold	Platinum
Proposal-based MDF			✓
Promotions and incentive programs		✓	✓
Spirion-sponsored regional events			✓
Spirion-sponsored national and regional trade shows			✓
Joint press release		✓	✓
Access to competitive intelligence		✓	✓
Access to sales tools (collateral, case studies, etc.)		✓	✓
Use of Spirion logos and branding		✓	✓

Take the Next Step to a Profitable Partnership

Partner with the Spirion team today — and get started on your journey 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 — and seeing where it leads!

— The Spirion Partner Team

Talk to a Spirion data security and compliance expert today: expert@spirion.com

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