

## Elevate Partner Program Overview

Discover our partner program designed to meet your needs and drive success together with a flexible and comprehensive framework!



The Securonix Elevate partner program is a strategic initiative designed to foster collaborative relationships that drive mutual growth and profitability. Recognizing the diverse landscape of potential partnerships, Securonix has structured the Elevate program with a variety of categories and levels, each tailored to align with the unique business models and objectives of its partners.

### Elevate Partnership Categories

**Sales Partners:** This category encompasses IT security value-added resellers (VARs) and solution providers focused on promoting and selling Securonix solutions. The program provides tiered support and benefits that scale with the partner's sales volume and proficiency with Securonix products, incentivizing growth and expertise.

**Service Providers:** Elevate Service Providers leverage Securonix solutions to deliver advanced Managed Security Services such as Managed SIEM, SOC, TDIR, and more. To facilitate their success, the program offers specialized solution bundles,

volume-based discounts, and dedicated MSSP team support.

**OEM Partners:** Securonix provides embedded software solutions that enhance OEM Partners' product value propositions. The program provides robust APIs, targeted development support, and flexible licensing options, enabling OEM Partners to expand capabilities and enter new market segments by leveraging Securonix's technology.

**Technical Alliance Partners:** This group includes Independent Software Vendors (ISVs) and system integrators who develop enhancements or connectors for Securonix solutions. To support their innovation, Securonix provides comprehensive technical resources, APIs, and documentation.

**Affiliate Partners:** This entry-level program is designed for organizations with relevant audiences or networks. By referring potential customers to Securonix, Affiliates can earn referral fees for successful sales leads, making it a low-barrier, high-potential opportunity.

## Solution Partner and Service Provider Levels

Within the Sales Partner and Service Provider categories, four distinct levels exist to align expectations, resources, and rewards with each partner's commitment and performance:

**Innovator:** The entry point, offering competitive margins, discounts, Marketing Development Funds (MDF), and access to the resource-rich Elevate partner portal.

**Gold Innovator:** Partners at this level receive enhanced margins or discounts, invitations to regional events, and additional benefits such as access to an internal-use subscription program. This tier reflects a higher annual revenue requirement and advanced training expectations.

**Platinum Innovator:** Reserved for partners demonstrating significant revenue and comprehensive certifications. Benefits include higher margins, participation in lead sharing programs, and customer demand generation assistance.

**Diamond Innovator:** The pinnacle of partnership, awarded to organizations with extensive Securonix experience and substantial commitments. These elite partners receive maximum margins, dedicated technical support, eligibility for the Partner Advisory board, and the highest MDF allocations.



## Comprehensive Program Benefits

Beyond category-specific incentives, the Elevate program offers a suite of resources designed to empower all partners:

- Joint business planning and sales forecasting tools foster strategic alignment.
- A comprehensive partner portal provides a wealth of enablement, marketing, and sales resources.
- Accredited training and certification programs ensure partners are well-equipped to articulate and deliver Securonix solutions effectively.

As partners progress through the tiers, they unlock increased revenue opportunities, coupled with more advanced training requirements and higher expectations for lead generation activities. This structure encourages continuous growth, leveraging accrued MDF to support evolving go-to-market objectives.

### Summary

The Securonix Elevate partner program is a comprehensive, flexible framework that accommodates the diverse needs and capabilities of its partner ecosystem. By offering tailored categories, performance based tiers, and a rich array of resources, the program fosters robust, mutually beneficial relationships. This strategic approach not only drives the widespread adoption of Securonix cybersecurity solutions but also ensures that partners at every level have the tools and incentives to achieve substantial, shared success.