

PROTEGRITY

PARTNER NETWORK



# Protegrity Partner Network Program Guide

Launch. Elevate. Transcend.

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# 1.0 About Protegrity

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The Protegrity Data Protection Platform gives organizations the choice to protect data where and how they choose to use it, control over how data is protected, and confidence that the data is secure, always. As the industry's first and only ubiquitous data protection solution, the Data Protection Platform allows businesses to leverage data—including its application in advanced analytics, machine learning, and AI—to do great things without worrying about putting customers, employees, or intellectual property at risk.

Protegrity's tried-and-true data protection methods, including tokenization and anonymization, work in concert with centralized policy enforcement to ensure data is always secure across the myriad of data warehouses, file servers, big data systems, and mainframes that underlie operational, transactional, and analytical systems and programs. Our commitment to enable business agility is illustrated by our ability to secure sensitive data everywhere, as data transformation, cloud migration, and advanced analytics initiatives become strategic imperatives. And business confidence is bolstered by our many integrations with industry-recognized data-system providers, allowing us to protect data whether it resides on-premises, in the cloud, or across both environments.

Because it is our goal to engender secure AI strategies that accelerate growth, innovative businesses win in an ever-changing, increasingly competitive digital economy.



## 2.0 Partner Network Overview

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Protegrity Partner Network makes customer adoption of a partner’s solution and services a smooth and seamless process. The requirements of the program, not to mention who benefits from maximized customer success, encompass two types of partners: services partners and technology partners. The network enables all those in our ecosystem to work with Protegrity and our joint customers in a variety of engagement models:

1. Services partners provide customers with Protegrity-related services such as technical, advisory, and implementation services. These partners include systems integrators, value-added resellers, and distributors. Services partners may refer new business or become eligible to resell the Protegrity platform.
2. Technology partners typically integrate software with the Protegrity platform and take the friction out of implementing a joint solution at a customer. These partners include independent software vendors (ISVs), as well as cloud hyperscalers.

Participation in in the program is subject to the terms and conditions outlined in the Protegrity Partner Agreement (*Protegrity Partner Network Agreement*) and to the policies, guidelines, and terms described in the network tiers outlined in this document. To join the Protegrity Partner Network, go to [www.protegrity.com/partners](http://www.protegrity.com/partners) and complete the application form. Protegrity will review all applications and reply accordingly.



## 3.0 Enablement and Certification

Our primary goal is to enable partners across sales, pre-sales, post-sales, and implementation. Protegrity will provide free training for all self-paced training. Partners will pay for all instructor-led training and receive discounts based on their respective tier. We will use the following training framework, with a certification exam at each level to demonstrate competence.

	Primary Audience	Delivery Mode	Topics
<b>EVANGELIST</b>	Sales	Web-based, self-Paced	Market overview, competitive landscape, key differentiators, target personas, “Where we win,” “Anatomy of a deal,” etc.
<b>PROFESSIONAL</b>	Pre-sales	Web-based, self-Paced	Architecture overview, product details, ESA, DSG, app and database connectors, etc.
<b>PRACTITIONER</b>	Post-sales & implementation	Instructor-led (web or in-person)	Hands-on Labs, writing policies, product configuration, etc.

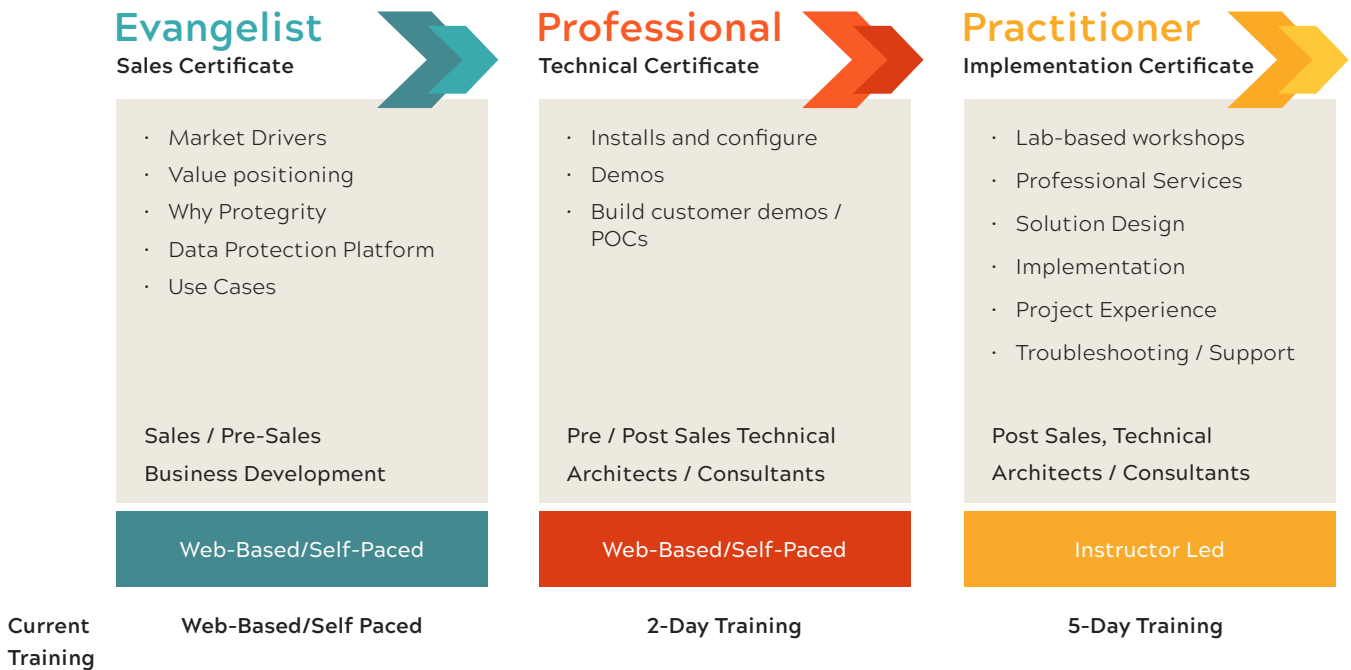
### CERTIFICATION

As part of the Protegrity Partner Network, we have launched a Partner Certification Program to incentivize partners to identify, sell, and deliver opportunities across the Protegrity platform. Partner tiers will have certification requirements for sales, pre-sales, and post-sales.



# 3.0 Partner Enablement Certifications

Certification level requirements based on partnership tiers



## SAMPLE SALES AND PRE-SALES COURSES

<p><b>MARKET OVERVIEW</b></p> <ul style="list-style-type: none"> <li>Data privacy market</li> <li>Industry drivers</li> <li>Data security / privacy regulations / standards</li> </ul> <p><b>PROTEGRITY SOLUTION OVERVIEW</b></p> <ul style="list-style-type: none"> <li>Solutions overview: Components, feature and functionality</li> <li>Use cases</li> <li>Value positioning</li> <li>Competitive USP</li> <li>Success stories</li> </ul> <p><b>SALES ENABLEMENT</b></p> <ul style="list-style-type: none"> <li>Protegrity sales pitch and overview</li> <li>Pricing models</li> <li>Competitive landscape</li> <li>Common objections / challenges</li> <li>Sales battlecard</li> </ul> <p><b>TECHNICAL SALES ENABLEMENT</b></p> <ul style="list-style-type: none"> <li>Implementation methodology and best practices</li> <li>Product development roadmap</li> </ul>	<p>Web-based Self-directed</p>
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# 4.0 Protegrity Network Tier Benefits and Requirements

Protegrity partners work closely with Protegrity to implement industry best practices to ensure customers successfully achieve their data privacy objectives. Our goal is to enable partners to deploy Protegrity in their customers’ production environments. Protegrity has two types of partners: services partners and technology partners. Services partners includes systems integrators, value-added resellers, and distributors. Technology partners include all ISVs and cloud hyperscalers. Protegrity has developed the following tiered benefits—Launch, Elevate, and Transcend—for both services and technology partners.

		Launch	Elevate	Transcend	
Program	Partner Newsletter	●	●	●	
	Partner Management	Email & Portal	Named	Dedicated	
	Partner Advisory Board		Invite-only	●	
Education	Self-paced Courses	●	●	●	
	Access to Instructor-led Training Discount	Complementary seats to Level 201 (in-person)	2	3	5
		Complementary seats to Level 301 (in-person)	5	7	10
	Additional Discounts	Discount % for Instructor-led training	75%	50%	25%
Certification	Achieve Protegrity sales, pre-sales, and post-sales certification via Partner Portal	●	●	●	

# 4.0 Protegrity Network Tier Benefits and Requirements

Launch Elevate Transcend

		Launch	Elevate	Transcend	
Product & Development	Platform Access	Access Protegrity software, SDKs, and certified solutions for internal testing only	●	●	●
	Access to Technical Resources	Engage Protegrity technical resources and Protegrity support team for assistance	Email & portal	Email & portal	Dedicated resources
	Beta Program	Early access to test new software and provide feedback		●	●

Support	Software Updates	Access software maintenance and fix-packs	●	●	●
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Sales	Sales Support and Deal Registration	Direct sales assistance for qualified partner opportunities; Register deals via Partner Portal	●	●	●
	Demo Environment	Access demo environment for prospects	●	●	●
	Referral Program	Earn discounts for qualified opportunities referred to Protegrity's direct sales team	●	●	●

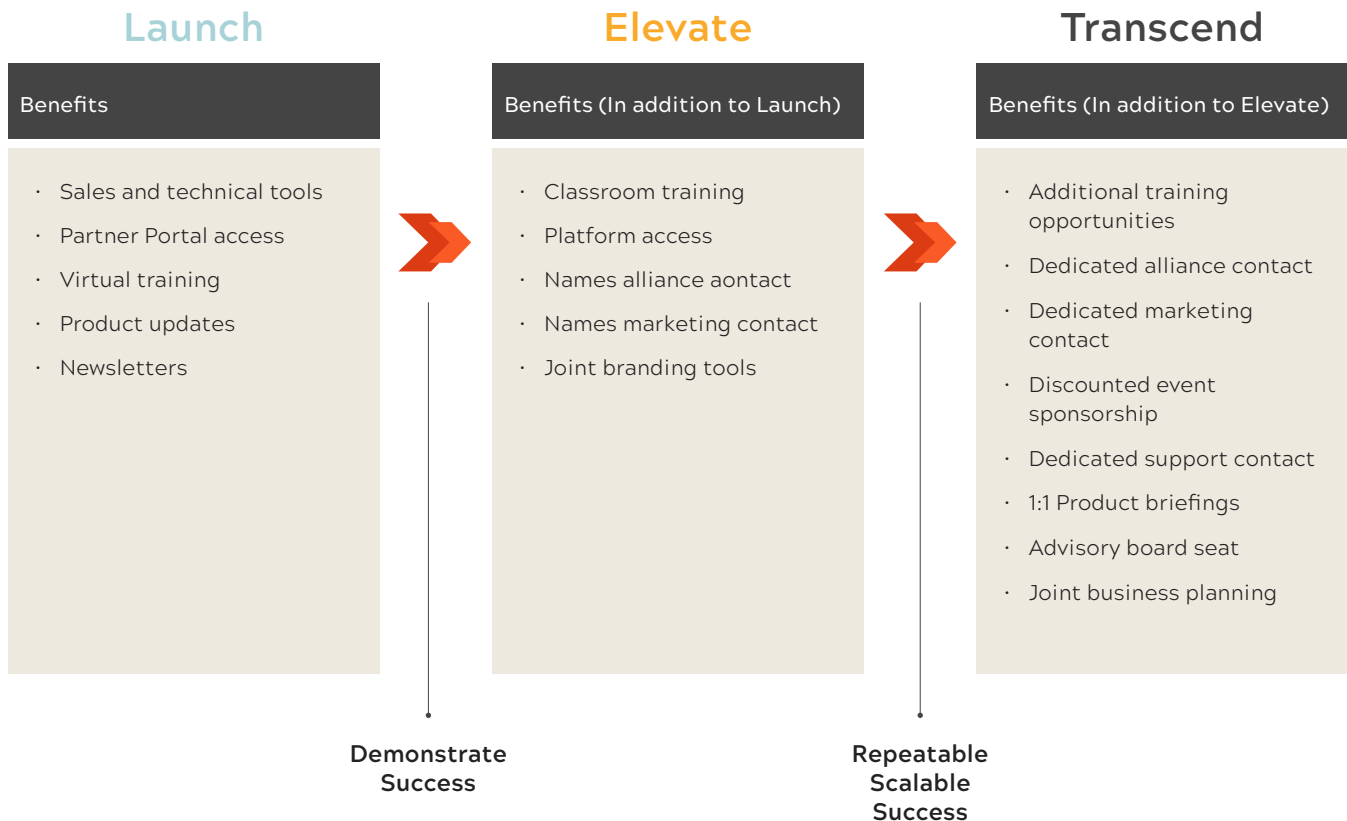


# 4.0 Protegrity Network Tier Benefits and Requirements

		Launch	Elevate	Transcend	
<b>Marketing</b>	Joint Marketing Assets	Customer facing joint marketing assets; Protegrity logo used on partner website	●	●	●
	PR and Joint Marketing	Joint market awareness and demand generation activities	●	●	●
	Market Development Fund	Get rewarded for providing customer references and new customer logos; to be used for joint marketing activities		●	●

Note that custom training will be negotiated at a mutually agreed price.

Here are a partner’s Network benefits, summarized by tier.



# 4.0 Protegrity Network Tier Benefits and Requirements

Requirements for services and technology partners

## 4a. SERVICE PARTNER REQUIREMENTS

	Launch	Elevate	Transcend
Certifications	2 Sales 2 Pre-sales 1 Post-sales	5 Sales 3 Pre-sales 3 Post-sales	10 Sales 5 Pre-sales 5 Post-sales
Joint Solutions	1 Reference architecture	2 Reference architecture	3 Reference architecture
Customer References	2	4 (2 public references)	6 (2 public references)
Joint GTM	2 Campaigns	4 Campaigns	6 Campaigns
Revenue with Protegrity	N/A	<\$2.5M	>\$5M

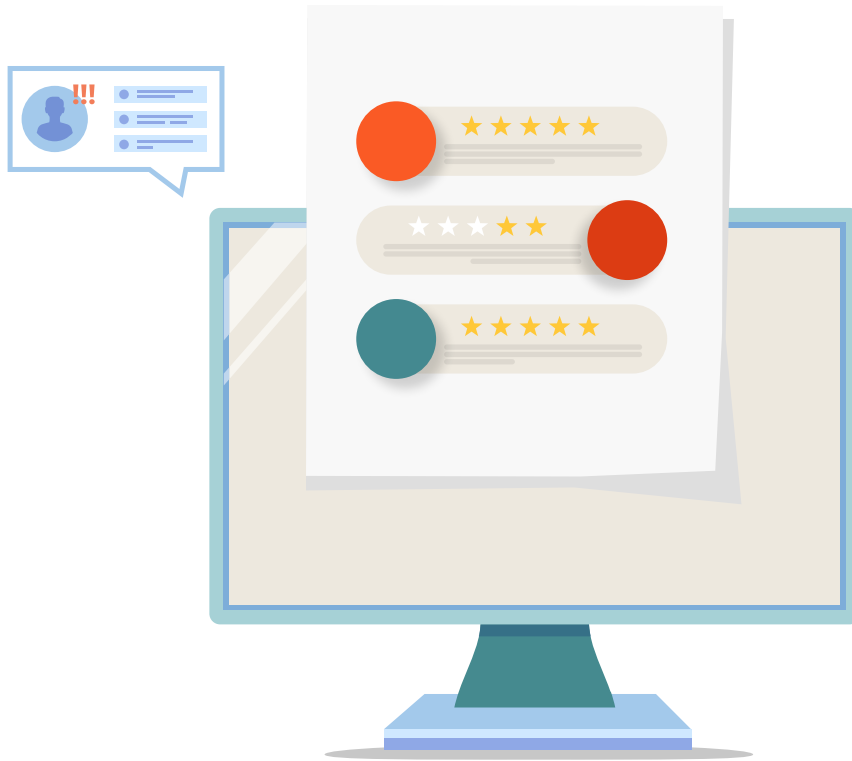
## 4b. TECHNOLOGY PARTNER REQUIREMENTS

	Launch	Elevate	Transcend
Certifications	1 Sales	3 Sales 1 Pre-sales	5 Sales 2 Pre-sales
Joint Solutions	1 Reference architecture	2 Reference architecture	2 Reference architecture
Customer References	1	2 (1 public references)	4 (1 public references)
Joint Marketing Collateral	1 Solution brief	Sales battlecard Customer presentation 2 Solution briefs 2 Reference architectures	Sales battlecard Customer presentation Joint demo 3 Solution briefs 3 Reference architectures
Resources	Assigned partner manager	Assigned partner manager	Assigned partner mgr Assigned product mgr Assigned marketing



## 4.0 Protegrity Network Tier Benefits and Requirements

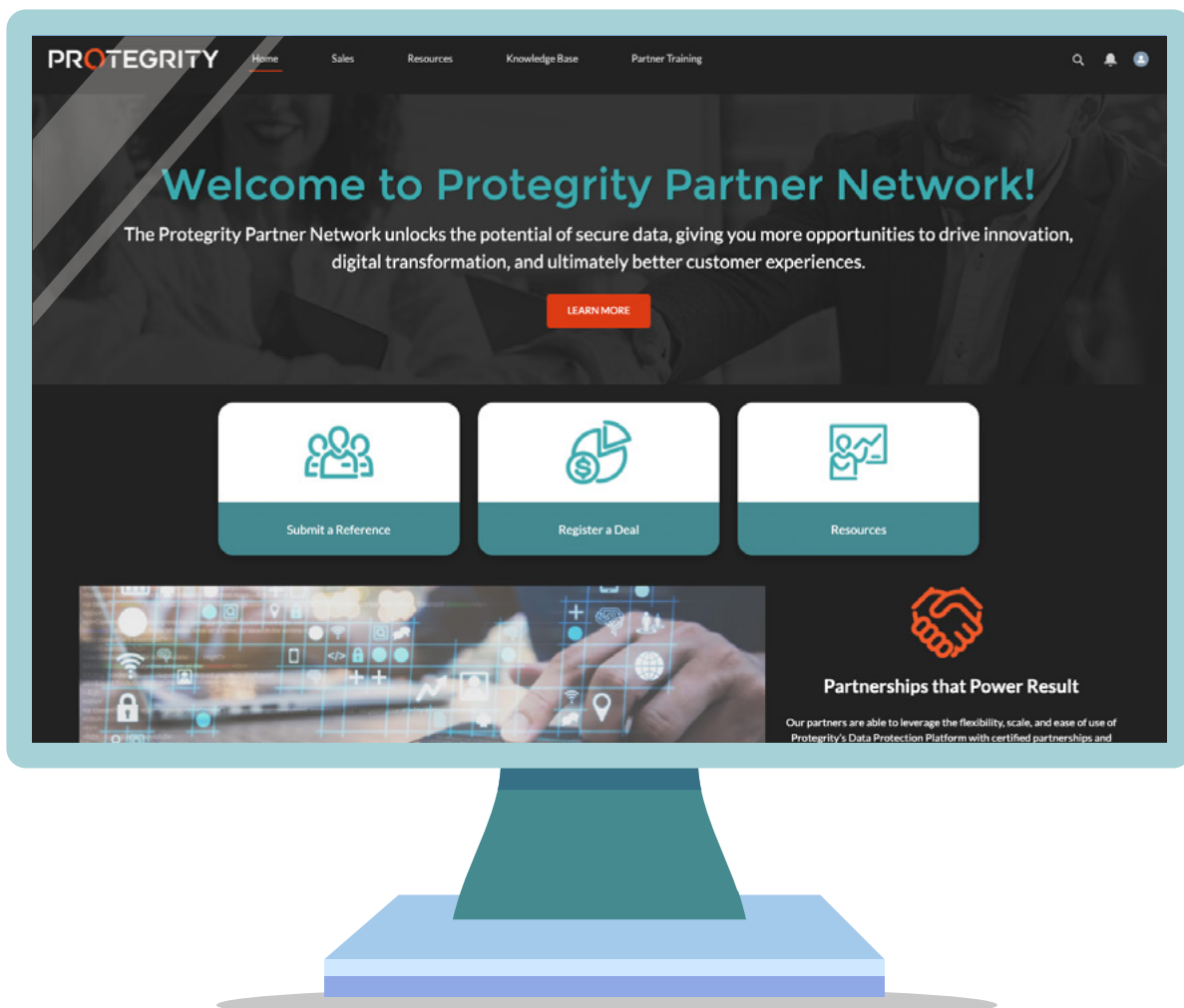
Protegrity will evaluate all partner requirements on an annual basis. Partners that meet base requirements to be promoted to a tier may apply for promotion through their partner management contact. Protegrity reserves discretion to determine whether to promote partners to higher tiers. Protegrity will annually evaluate each tiered partner to ensure the partner meets tier requirements.



## 5.0 Protegrity Partner Portal

The Protegrity Partner Portal is the central portal to access to all sales and pre-sales enablement, deal registration, and additional go-to-market resources. Once your company has registered as a Protegrity Partner, anyone in the company can self-register to access all portal content.

You can register at  
[www.protegrity.com/partners](http://www.protegrity.com/partners)



## 6.0 Joint Marketing with Protegrity

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The Protegrity Partner Portal has developed several joint marketing opportunities and removed the usual friction that can surface with go-to-market resources. Specifically, we have developed co-branded assets in which the partner can add their content to create jointly branded content like a solution brief. In addition, we will introduce additional joint content based on partner demand.

## 7.0 Engage with US

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Learn more about Protegrity by visiting [our website](#). You can also see what we're saying and what we're sharing about data protection on [LinkedIn](#), [Twitter](#), and [Facebook](#).



Have Questions? Contact [Alliances@protegrity.com](mailto:Alliances@protegrity.com)

Already a partner?

[Visit The Protegrity Partner Portal](#)

**PROTEGRITY**  
**PARTNER NETWORK**

Corporate Headquarters  
Protegrity USA, Inc.

1165 E Wilmington Ave., Suite 200  
Salt Lake City, Utah 84106  
Phone: +1.203.326.7200

Protegrity EMEA

1 St. Katherine's Way  
London, E1W 1UN  
United Kingdom  
Phone: +44 20 7113 3730

Protegrity Asia Pacific

Level 6 Republic Plaza 1  
9 Raffles Place  
Singapore 048619  
Phone: +65 9130 9618