PROTEGRITY
partnernetwork
GUIDE

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1.0 About Protegrity

WE PROTECT SENSITIVE DATA in such a way that the right people can use it and the wrong people can't. And this protection applies across IT platforms and beyond...

Protegrity is for world-leading organizations that hold and use large volumes of sensitive data (and are likely under regulatory pressures) who are trying to maximize the value of this data by applying it to the critical initiatives that will transform and grow their business. Organizations struggle to balance the need for widespread data access and sharing against the burden of compliance and the necessity of robust data protection. We provide a platform that gives organizations precision control over how data is protected, and who can access it, at a field level.

Unlike other data protection solutions, we protect data wherever it goes – across platforms and external systems. The Protegrity platform is quick, robust, and built to be integrated with any existing IT infrastructure (including micro-services).

For the first time, organizations can get the most from their sensitive data, without compromising on security. And when sensitive data flows across the organization, it accelerates the initiatives that push business forward.

2.0 Partner Network Overview

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 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. To further enable partners, 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 utilize the following Training framework with a Certification Exam for each level to demonstrate competence.
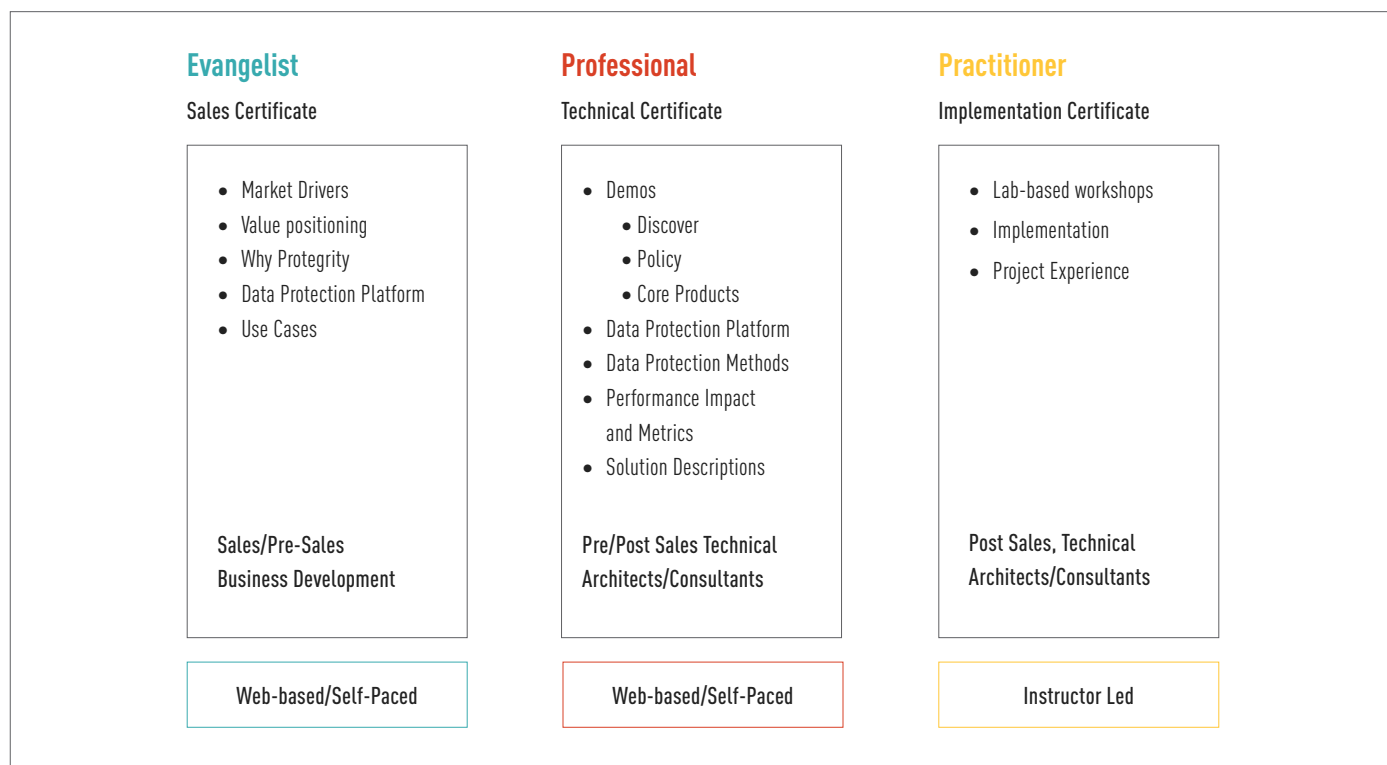
	Primary Audience	Delivery Mode	Topics
Evangelist	Sales	Web-based Self-Paced	Market Overview, Competitive Landscape, Key Differentiators, Target Personas, Where We Win, Anatomy of a Deal, etc.
Professional	Pre-Sales	Web-based Self-Paced	Architecture overview, Product details, ESA, DSG, App and Database Connectors, etc.
Practitioner	Post-Sales & Implementation	Instructor-led (web or in-person)	Hands-On Labs, Writing Policies, Product Configuration, etc.

Certification

As part of the Protegrity Partner Program, we have launched a Partner Certification Program to incent partners to Identify, Sell, and Deliver opportunities across the Protegrity platform. Partner tiers will have certification requirements for Sales, Pre-Sales, and Post-Sales.

Partner Enablement Certifications

Certification level requirements based on partnership tiers

Evangelist
Sales Certificate

- Market Drivers
- Value positioning
- Why Protegrity
- Data Protection Platform
- Use Cases

Sales/Pre-Sales
Business Development

Web-based/Self-Paced

Professional
Technical Certificate

- Demos
  - Discover
  - Policy
  - Core Products
- Data Protection Platform
- Data Protection Methods
- Performance Impact and Metrics
- Solution Descriptions

Pre/Post Sales Technical
Architects/Consultants

Web-based/Self-Paced

Practitioner
Implementation Certificate

- Lab-based workshops
- Implementation
- Project Experience

Post Sales, Technical
Architects/Consultants

Instructor Led

Sales and Pre-Sales Courses: Web-Based & Self-Directed

Market Overview
- Data Privacy Market
- Industry Drivers
- Data Security/Privacy Regulations/Standards

Protegrity Solution Overview
- Solutions Overview: Components, Feature and Functionality
- Use Cases
- Value Positioning
- Competitive USP
- Success Stories

Sales Enablement
- Protegrity Sales Pitch and Overview
- Pricing Models
- Competitive Landscape
- Common Objections/Challenges
- Sales Battlecard

Technical Sales Enablement
- Data Security Platform and Data Protection Methods
- Detailed Solution Component Descriptions
- Performance Impact and Metrics

4.0 Protegrity Program 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 customer's production environments. Protegrity has two types of partner: 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 for both Services and Technology Partners.

			Launch	Elevate	Transcend
PROGRAM	Partner Newsletter	Access regular Partner communication highlighting sales tools and marketing resources	●	●	●
	Partner Management	Partner Manager assigned to ensure success and execute joint Go-to-Market plans	Email & Portal	Named	Dedicated
	Partner Advisory Board	Provide feedback for product and company direction		Invite-only	●
EDUCATION	Self-Paced Courses	Access sales and technical enablement materials via Partner Portal	●	●	●
	Access to Instructor-Led Training Discount	Complimentary Seats to Level 201 (in-person)	2	3	5
		Complimentary Seats to Level 301 (in-person)	5	7	10
	Additional Discounts	Provide feedback for product and company direction	75%	50%	25%
	Certification	Provide feedback for product and company direction	●	●	●

			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 Resource
	Beta Program	Early access to test new software and provide feedback		●	●
SUPPORT	Software Updates	Access software maintenance and fix-packs	●	●	●
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	●	●	●

			Launch	Elevate	Transcend
MARKETING	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: Custom training will be negotiated at a mutually agreed price.

Following is a summary of Benefits by Tier.

Launch

Benefits

- Sales and Technical Tools
- Partner Portal Access
- Virtual Training
- Product Updates
- Newsletters

Elevate

Benefits (In addition to Launch)

- Classroom Training
- Platform Access
- Names Alliance Contact
- Names Marketing Contact
- Joint Branding Tools

Transend

Benefits (In addition to Elevate)

- Additional Training Opportunities
- Dedicated Alliance Contact
- Dedicated Marketing Contact
- Discounted Event Sponsorship
- Dedicated Support Contact
- 1:1 Product Briefings
- Advisory Board Seat
- Joint Business Planning

Demonstrate Success

Repeatable Scalable Success

Protegrity Partner Network Requirements

Following are the 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 (4 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 Preso 2 Solution Briefs 2 Reference Archs	Sales Battlecard Customer Presentation Joint Demo 3 Solution Briefs 3 Reference Architectures
Resources	Assigned Partner Manager	Assigned Partner Manager	Assigned Partner Manager Assigned Product Manager Assigned Marketing

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

You can register at WWW.PROTEGRITY.COM/PARTNERS
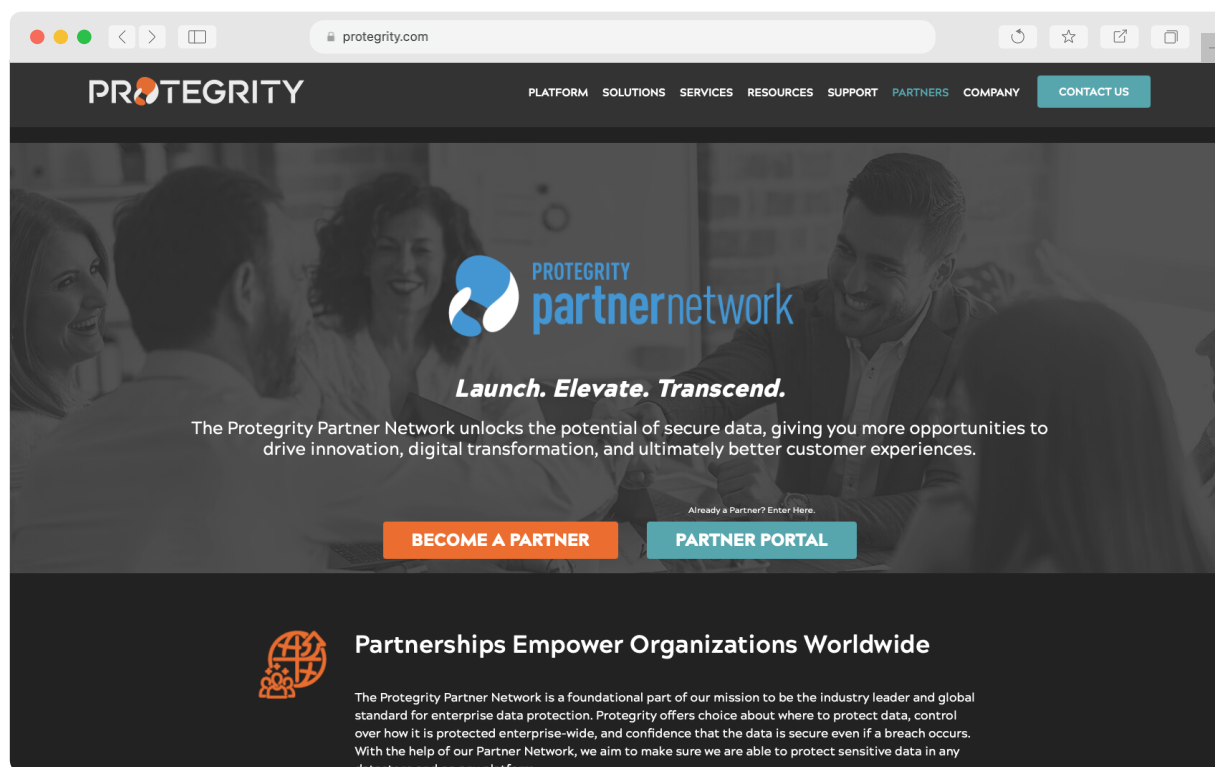
6.0 Joint Marketing with Protegrity

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

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 and Twitter.

Already a partner?

<div style="border:1px solid #1a9fd4; border-radius:20px; display:inline-block; padding:10px 30px;">Visit The Protegrity Partner Portal</div>

Have Questions? Contact alliances@protegrity.com

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