

**AGARI.**

# Agari Partner Power™ Program

Agari delivers advanced  
email security solutions.

**WE'LL HELP YOU CAPITALIZE ON IT WITH:**

- Effective solution sales training
- Training to build technical expertise
- Joint marketing for demand generation
- Thought leadership to build your brand



# Agari Partner Power™ Program

## WHY PARTNER WITH AGARI?

You want to work with a company that is a leader in email security, that believes in continuous innovation, and more importantly, that understands the value of partnerships. Agari is the leader and innovator in email security and is one of the most channel friendly companies in the cybersecurity industry with our partner program geared toward a true partnership based on trust.

Email continues to be the #1 attack vector for cyberattacks and Agari is at the forefront of providing customers the solution to protect against these dangerous attacks. With hundreds of enterprise customers using the Agari Secure Email Cloud™ (SEC) to protect their employees, customers, partners, and others in their ecosystem from trillions of phishing emails, across various industries and geographies, Agari is the undisputed leader in the industry.

## Some of our company highlights include:

- Only advanced email security platform that detects all types of Identity Deception including domain spoofing, display name deception, look-alike domains, and account takeover based attacks.
- Leader in fully automated email authentication (DMARC) solution for companies of all sizes. One of the founders of the DMARC standard.
- Hundreds of blue-chip customers rely on Agari to protect their email communications including:
  - 6 of the top 10 banks
  - Top 5 social networks
  - Top cloud providers
  - Top healthcare companies
  - Key government agencies
- We leverage 2 trillion emails annually, 50,000 new domains daily, and 300M+ model updates daily, for our Identity Graph™ technology to protect customers against business email compromise (BEC), spear phishing, account takeover, ransomware, and other attacks.



#### **CHANNEL-FRIENDLY BUSINESS MODEL**

High margin discounts, deal registration protection, a partner portal to access marketing assets, and excellent co-marketing programs



#### **COMMITMENT TO OUR PARTNERS**

Dedicated channel managers for partner clinics, trainings, and business reviews



#### **RIGHT SOLUTION THAT MEETS AN IMMEDIATE DEMAND**

Protects the cloud inbox from advanced email phishing attacks

## Why Partners Love Agari

### **AGARI PARTNER POWER™ PROGRAM TIERS**

Our partner program is designed with flexibility in mind for our partners who are at various stages of their business lifecycle. With investment and dedicated resources, you will continue to grow with Agari.

#### **TIERS TO FIT YOUR NEEDS**

There are multiple tiers of structure depending upon partner business goals and alignment with Agari solutions:

- **Elite:** Elite partners have expertise in email security, have specifically built a practice around Agari solutions with a dedicated sales team, and have met other key requirements including high customer satisfaction, deep technical expertise, quarterly business plans, and revenue targets.
- **Premier:** Premier partners are committed to Agari with proactive pitching of solutions and also meet other key requirements including high customer satisfaction, technical expertise, and revenue targets.
- **Select:** Select partners proactively identify opportunities and have technical competence to sell Agari products.

Detailed requirements and benefits for each tier can be found below.

## PROGRAM REQUIREMENTS OVERVIEW

Each partner that applies for and is accepted into the Program will be initially assigned to a level based upon Agari's evaluation of whether that partner substantially meets the requirements for that tier.

Thereafter, the appropriate program level for each Agari partner will be assessed periodically, and a partner may be moved to a new level as a consequence of that review.

The following chart outlines the requirements for Agari Partner Power Program to participate in the program at each level.

PROGRAM REQUIREMENTS			
REQUIREMENT	SELECT	PREMIER	ELITE
VAR Agreement	✓	✓	✓
Achieve Annual Sales Targets	✓	✓	✓
Promote Agari Products on Website	✓	✓	✓
Demo		✓	✓
Certified Technical Resources		2	4
Certified Sales Reps		2	4
Joint Marketing Plan			✓
Quarterly Business Plan			✓

## Program Requirements

### VAR AGREEMENT

All Agari partners are required to enter into a partner agreement. The agreement sets forth a series of terms, conditions, and operating expectations governing the conduct of Agari and the partner. Because the relationship involves the exchange of both intellectual property and proprietary information, the agreement includes legal and financial protections for both parties.

### ANNUAL ARR ATTAINMENT GOAL

All Agari partners are required to achieve an Annual Recurring Revenue goal as established between Agari's channel team and the partner sales team. A partner's level may be revised as a consequence of those reviews.

### **AGARI PRODUCT PROMOTION**

All Agari partners should promote Agari's products on their website and social media accounts.

### **DEMO/NFR**

Elite and Premier partners should have an Agari demo running in their environment.

### **CERTIFIED TECHNICAL RESOURCES**

Agari Elite and Premier partners are required to have Agari certified technical resources based on their tier level.

### **FOCUSED SALES REPS**

Agari Elite and Premier partners are required to have Agari trained sales resources based on their tier level.

### **JOINT MARKETING PLAN**

Agari Elite and Premier partners are required to have a joint marketing plan with Agari marketing.

### **QUARTERLY BUSINESS PLAN**

Agari Elite partners are required to create a quarterly business plan for Agari's products and services.

## PROGRAM BENEFITS OVERVIEW

Agari Partner Power Program partners receive benefits under the Program that are designed to reward and recognize the commitment that they have made to the sale of Agari products and services, and to enhance continued sales of these products and services. The following chart outlines the benefits for Agari Partner Power Program participants for each tier.

BENEFITS			
REQUIREMENT	SELECT	PREMIER	ELITE
Deal Registration	✓	✓	✓
Access to Partner Portal	✓	✓	✓
Discount Off List Price	✓	✓ higher	✓ highest
Demo (NFR) Licenses		✓	✓
Free Technical Training		✓	✓
Joint Marketing Activities		✓	✓
Co-Branded Marketing Material		✓	✓
Joint Public Relations		✓	✓
Qualified Leads		✓	✓
Dedicated Sales Support			✓
Priority Technical Support			✓
Partner Advisory Council			✓
Product Feedback/Beta			✓
Executive Sponsor			✓

# Value-based Partner Benefits

## DEAL REGISTRATION

Agari Deal Registration allows Agari channel partners to register deals in order to qualify as the partner of record and become eligible for special discounts and rebates. The system automates the registration and approval process and tracks deal progress throughout the sales cycle. Partners can enjoy the following benefits:

- **Deal Protection** - Channel partners are allowed to register opportunities with Agari to ensure deal protection, assuming it's approved by the Agari channel team.
- **Additional Discounts** - Channel partners will receive additional discounts off of Agari's MSRP on pre-approved deals that are closed.
- **Streamlined Deal Process** - Channel partners who provide details of the deal during deal registration can receive additional support to help them win those deals.

## PARTNER PORTAL

All of Agari's partners will have access to a secure portal with Elite and Premier partners having deeper access to some marketing materials and programs through the portal. Partners can get their certification through training offered on the portal as well. Some of the portal features include:

- Access partner leads from marketing programs
- Submit deal registrations and check status
- Get opportunity status
- Review and update opportunities
- Access sales and marketing tools
- Access technical resources
- Register for training
- Review dashboards and reporting

## **DISCOUNTS OFF LIST**

Agari's channel partners get discount off the list price and the discount level increases with each tier.

## **DEMO (NFR) LICENSES**

Agari channel partners at Elite and Premier level get free Demo (Not For Resale) Licenses. These licenses will allow channel partners to demo Agari products.

## **FREE TECHNICAL TRAINING**

Agari channel partners at Elite and Premier level will get free technical training so they can get their technical resources certified.

## **JOINT MARKETING**

Agari marketing works with channel partners at Elite and Premier level to provide support for joint marketing activities including events, promotional materials, call and email scripts, and other demand generation programs to help partners in successfully marketing and selling Agari products and solutions. Marketing benefits may also include eligibility for proposal-based co-op funds for marketing activities that support joint Agari and channel partner business objectives.

## **CO-BRANDED MARKETING MATERIAL**

Agari marketing allows partners at Elite and Premier levels to request custom Agari branded promotional materials. Agari allows these partners to co-brand collateral, email/direct mail campaigns, whitepapers, and more while maintaining Agari's corporate branding guidelines.

## **JOINT PUBLIC RELATIONS**

Agari marketing works with Elite and Premier levels to provide support for pre-approved press activities.

## **QUALIFIED LEADS**

Agari provides qualified sales leads and customer referrals to registered partners at Elite and Premier levels. These leads may be used by the partner only for the purpose of selling Agari products and services.

## **DEDICATED SALES SUPPORT**

Agari provides dedicated sales support based on their availability to help close deals for Elite partners.



### **PRIORITY TECHNICAL SUPPORT**

Agari partners at the Elite level get priority support for any technical issues during the sales cycle.

### **PARTNER ADVISORY COUNCIL**

Agari partners at the Elite level are eligible to become a member of the Agari Partner Advisory Council, a select group of partners who are given the opportunity to provide feedback to Agari executives on programs, product, and industry trends, participate in networking events, and other activities.

### **BETA/EARLY ACCESS**

Agari partners at Elite level are eligible to get an early access/beta copy of Agari's new products and provide feedback based on their customers' needs and requirements.

### **EXECUTIVE SPONSOR**

Agari partners at Elite level are eligible to have an executive sponsor assigned from Agari who will be in regular communications with the partner executives to ensure the partnership is going smoothly and both parties are happy with the relationship.

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### **ABOUT AGARI**

Agari is transforming the legacy Secure Email Gateway with its next-generation Secure Email Cloud™ powered by predictive AI. Leveraging data science and real-time intelligence from trillions of emails, the Agari Identity Graph™ detects, defends, and deters costly advanced email attacks including business email compromise, spear phishing and account takeover. Winner of the 2018 Best Email Security Solution by SC Magazine, Agari restores trust to the inbox for government agencies, businesses, and consumers worldwide. Learn more at [www.agari.com](http://www.agari.com).



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