

Privoro Partner First Program

We're shaping the future of mobile security. Join us.

ABOUT PRIVORO

We believe that compromising security and personal privacy to live and work in today's ultra-connected, sensor-driven world is unacceptable. Privoro is committed to providing security and privacy solutions that help people, governments and businesses defend against the growing threats of mobile espionage, unwarranted data collection and credential attacks. We have assembled a world-class team focused on addressing the highly complex challenges of engineering innovative, high-performance, easy-to-use solutions that enable people to trust and control their electronic devices and protect their sensitive information.

THE PARTNER FIRST PROGRAM

Privoro is dedicated to a channel-led go-to-market strategy that maximizes profits, is easy to implement and provides value to our partners. Our partners also benefit from Privoro's innovative products that have received high levels of interest from C-suite and government customers. Our dedicated channel team, deal registration and training programs are built to ensure partner success in the market.

KEY PARTNER BENEFITS

Multiple sales opportunities

Leverage innovative products, add-ons and revenue streams to maximize sales now and in the future.

- SafeCase™ with Anti-Surveillance
- Software-as-a-service (SaaS) subscription model
- Hardware add-ons (Backpacks)
- Product warranties
- Managed services opportunities

Unique engagement position

Engage your prospects with new technology that closes the hardware security gap found in commercial off-the-shelf (COTS) mobile devices.

- New market segment
- Growing awareness of smartphone vulnerabilities
- C-suite and public-sector interest




Powerful sales tools

Privoro offers a range of sales tools to help you convert prospects into sales.

- Sales enablement materials
- Prospect engagement tools
- Online sales training and certification



Partner Tiers

			
PARTNER TIERS			
Purchasing for resale Purchase discounted products from distribution for resale to customers	LOWEST-LEVEL DISCOUNT	MID-LEVEL DISCOUNT	HIGHEST-LEVEL DISCOUNT
Deal registration program Receive additional product discounts for approved deal registrations		▼	▼
Not for resale (NFR) program Receive significant discounts on products intended for internal training and demonstrations		▼	▼
Incumbent renewal program Receive additional product discounts for renewals by repeat customers		▼	▼
Privoro Partner Portal Access sales enablement materials and prospect engagement tools		▼	▼
SafeCase demonstration program Receive “demo only” product for clients with qualifying use case or need		▼	▼
Co-branded marketing material Get customized sales sheets, datasheets and more		▼	▼
Online sales training and certification Stay up to speed on the most successful sales strategies		▼	▼
Privoro logo Use the Privoro logo as authorized for web and marketing content		▼	▼
Listing on Privoro website Be easily found by potential customers within your geographic area		▼	▼
Pre-qualified sales leads Receive qualified leads from our dedicated channel team			▼
Early access to new products Learn about Privoro products before they hit the market			▼
Requirements			
Signed partner agreement	▼	▼	▼
Privoro sales certifications		3+ USERS	5+ USERS
Privoro technical certifications		1+ USERS	3+ USERS
Purchase of one SafeCase™ or more		▼	▼
Quarterly business review (QBR)			▼

Our dedicated partners play a key role in helping us provide enterprise and government organizations with unparalleled control over their most important data and systems. We look forward to cultivating long-term partner relationships built on shared success.

Partner Programs

PROGRAM TERMS

Privoro offers three programs for Foundation/Premier partners that are designed to incentivize deals and renewals and to encourage product use by our partners.

DEAL REGISTRATION PROGRAM

The deal registration (DR) program enables Foundation/Premier partners to receive additional product discounts for approved deal registrations. The goal of the program is to ensure that partners who find and drive opportunities for our products are protected by higher margins.

- An approved deal registration is eligible for an additional product discount of approximately 12% off list price.
- Before registering a deal, the partner must make significant pre-sales efforts related to the deal, such as meeting with the decision makers, qualifying the opportunity, helping the customer to quantify the project budget with Privoro products/services and helping the customer to define the project requirements.
- The partner must document significant pre-sales efforts with proof of date and time.
- Application for a deal registration occurs in the deal registration tool within the Privoro Partner Portal.
- A minimum deal size of 10 SafeCase™ units is required for a deal registration.
- A deal registration must represent one opportunity with one customer, not combined opportunities or multiple customers.
- An approved deal registration is good for 90 days.
- An approved deal registration is eligible for a 90-day extension. Multiple extensions may be allowed due to a government entity's prolonged sales cycle.
- The deal registration program cannot be used for renewals.
- A deal registration cannot be combined with any other partner programs or promotions.
- Purchases occur through Synnex, Privoro's distribution partner.

NOT FOR RESALE PROGRAM

The not for resale (NFR) program enables Foundation/Premier partners to receive significant discounts on products intended for internal use. The goal of the program is to ensure that partners have access to our products for training, demonstrations, proofs of concept and solution architecting.

- An approved not-for-resale purchase is eligible for a product discount of approximately 50% off list price.
- Application for a not-for-resale purchase occurs in the deal registration tool within the Privoro Partner Portal.
- A partner may purchase up to 25 not-for-resale SafeCase units per year.
- Exceptions may be made with approval from Privoro.
- Products purchased through the not for resale program cannot be resold.
- A not-for-resale purchase cannot be combined with any other partner programs or promotions.
- Purchases occur through Synnex, Privoro's distribution partner.

INCUMBENT RENEWAL PROGRAM

The incumbent renewal (IR) program enables Foundation/Premier partners to receive additional product discounts for renewals of extended warranties, upgraded support and software-as-a-service (SaaS) subscriptions by repeat customers. The goal of the program is to ensure that partners maintain relations with customers, close renewals on time and renew at a high percentage.

- An approved renewal purchase is eligible for an additional product discount of approximately 3% off list price.
- To qualify for a renewal purchase, the partner must have initially sold the SafeCase(s) to the customer.
- The partner must close the renewal on time.
- Application for a renewal purchase occurs in the deal registration tool within the Privoro Partner Portal.
- A renewal purchase cannot be combined with any other partner programs or promotions.
- Purchases occur through Synnex, Privoro's distribution partner.

Programs good through December 31, 2018. Privoro may modify, amend or cancel the programs or any program terms in any manner at any time.



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Partner Programs

SAFECASE DEMONSTRATION PROGRAM

Prior to requesting a demo program SafeCase, the reseller must have reviewed reseller Demo worksheet. Which includes:

- Qualifying the clients use case or need
- Determined interest in SafeCase (this isn't for first meetings) by end user at appropriate decision making levels
- Reviewed demo terms with end user and email acknowledgement. Example would be 30-day limit and shipping costs returning product to Privoro
- Setup and received agreement for Privoro sales or channel call or meeting
- Setup and received agreement for meeting or call on: Privoro SafeCase setup, administration portal and use
- Determined who is accountable for running demo at end user
- List of SafeCase testing schedule, adoption and post results
- Assigned Privoro Channel/Sales support individual for end user
- Term is 30 days with 1 30-day extension via written request
- 30-day term starts when product is shipped from Privoro and tracking info is sent to the reseller
- End user limit of 2 SafeCase units at one time
- Reseller limit of 4 SafeCase units at one time
- Privoro responsible for shipping costs to the end user
- End user responsible for shipping costs for SafeCase return to Privoro
- Reseller agrees to reimburse Privoro at resellers cost if SafeCase not returned within demo period that was agreed upon
- Demo pool SafeCase are not available for purchase (no try and buy)

Programs good through December 31, 2020.
Privoro may modify, amend or cancel programs or any program terms in any manner at any time.

