

# Privoro Channel Partner Program Guide

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 dangerous mobile threats like surveillance, tracking and wireless hacking. 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 PRIVORO CHANNEL PARTNER PROGRAM

Privoro is committed 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 government agencies to the enterprise C-Suite. Our dedicated Channels team, deal registration and training programs are built to ensure partner success in the market.

### KEY PARTNER BENEFITS

#### Multiple sales opportunities

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

- Core mobility solution: specialized, high-security computer and security device designed as a discrete phone case (SafeCase™)
  - Prevents smartphones from being turned into listening and spying devices
  - Integration with select Samsung phones enables chip-level control of radios to stop tracking
  - Built on a high-security, intelligent system architecture that allows for device governance and user compliance
- Software-as-a-service (SaaS) agreements create a separate annual recurring revenue stream that augments product sale revenue and profits
- Portable Faraday enclosure and audio masking chamber for smartphones (Vault™)
  - Unsurpassed protection against location tracking, remote wireless hacking and audio and video surveillance

- Product warranties
- Future managed services and adjacent product opportunities such as WIDS, WLAN, UEM, MDM, SIEM and mobile devices

#### Unique engagement opportunity

Engage your prospects with new technology that mitigates the risks of using commercial off-the-shelf (COTS) mobile devices in the presence of sensitive conversations and visual details.

- Growing awareness of smartphone vulnerabilities
- Blue ocean market means higher margins
- 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
- Deal registration program
- Not-for-resale program
- Incumbent renewal program
- Co-branded marketing materials
- Early access to new products



# Partner benefits

## PURCHASING FOR RESALE

Purchase discounted Privoro products for resale to customers

## BENEFITS

### Deal registration program

Receive additional margins 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 margins for approved incumbent renewals

### SafeCase™ demonstration program

Receive “demo only” product for clients with qualifying use case or need

### Privoro Channel Partner Portal

Access sales enablement materials and prospect engagement tools

### Co-branded marketing material

Get customized sales sheets, datasheets and more

### Online sales training

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

### Early access to new products

Learn about Privoro products before they hit the market

## REQUIREMENTS

- Signed partner agreement
- Purchase of one or more Privoro products
- 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.



# Channel partner programs

## PROGRAM TERMS

Privoro offers programs for 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 partners to receive additional product margins 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.

- 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 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 Channel Partner Portal.
- A minimum deal size of 10 Privoro 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.

### NOT-FOR-RESALE PROGRAM

The not-for-resale (NFR) program enables partners to receive additional margins 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.

- Application for a not-for-resale purchase occurs in the deal registration tool within the Privoro Channel Partner Portal.
- A partner may purchase up to 25 not-for-resale Privoro products 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.

### INCUMBENT RENEWAL PROGRAM

The incumbent renewal (IR) program enables partners to receive additional margins 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.

- To qualify for a renewal purchase, the partner must have initially sold the Privoro product 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 Channel Partner Portal.
- A renewal purchase cannot be combined with any other partner programs or promotions.



## PRIVORO PRODUCT DEMONSTRATION PROGRAM

Prior to requesting a Privoro demo program product, the reseller must have reviewed the reseller demo worksheet, which includes:

- Qualifying the client's use case or need
- Determined interest in a Privoro product (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
- Set up and received agreement for Privoro Sales or Channels call or meeting
- Set up and received agreement for meeting or call on: Privoro product setup, administration portal and use
- Determined who is accountable for running demo at end user
- List of Privoro product testing schedule, adoption and post results
- Assigned Privoro Channel/Sales support individual for end user
- Term is 30 days. Extended term beyond 30 days may be available based on customer circumstances and must be approved by Privoro.
- 30-day term starts when product is shipped from Privoro and tracking info is sent to the reseller
- End user limit of 2 Privoro products at one time
- Reseller limit of 4 Privoro products at one time
- Privoro responsible for shipping costs to the end user
- End user responsible for shipping costs of Privoro product being returned to Privoro
- Reseller agrees to reimburse Privoro at reseller's cost if Privoro product is not returned within demo period that was agreed upon
- Demo pool Privoro product is not available for purchase (no try and buy) unless approved by Privoro prior to demo products being shipped

If you are interested in becoming Privoro Channel Partner, complete the application at: <https://info.privoro.com/partner-reseller-application>.

Programs good through December 31, 2024. Privoro may modify, amend or cancel programs or any program terms in any manner at any time.