

**CLAVISTER®**



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The Clavister Global

# **PARTNER PROGRAM**

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Clavister's Partner Program is a powerful tool to accelerate your business and drive attractive growth and profit by delivering superior, cybersecurity solutions to your customers.

## PROFITABLE & SUSTAINABLE PARTNERSHIP

Clavister and our partner program energizes your business by helping you sell European cyber security to your customers. We select partners carefully and invest in building a close relationship with focus on long-term and sustainable success.

### Growth and Uniqueness That Wins Business

According to Gartner, Clavister is the fastest growing cyber security vendor in the UTM market. However, we feel it's critical not to be overly distributed and to give partners a unique product that delivers healthy profit margins.

### A powerful partner portal

To help you grow business while staying on top of all your customers and their Clavister products, we provide a great partner portal where you can manage all licenses, service renewals and similar. On this portal you can also get access to leads, register your deals and access product materials and sales tools.

## ATTRACTIVE INCENTIVES & PROGRAMS

We believe in creating joint success and for this reason we have incentives and programs that both helps you win new business and maintain loyalty from existing customers. In addition to the permanent competitor trade-up program and the Clavister-trade in program, we offer a combination of campaign promotions and other incentives on a regular basis.

### Skills and Knowledge translates into business

Clavister takes pride in our training and certification programs and works hard to ensure you are armed with the knowledge necessary to win. We offer a set of powerful education and training programs—staffed by our training staff situated at the heart of Clavister in Sweden, along with instructive webinars geared towards the issues that matter most.

## THE CLAVISTER SECURITY FRAMEWORK

Security of old was a basic affair. Buy a UTM appliance, segment the network, manage the log data. But that was then, and this is now. For robust 21st century cybersecurity you need not only to secure your network, but to manage end points, secure access to the cloud, validate the identify of users accessing the network, applications and information systems. How do you do it? By using a holistic portfolio approach, by applying a clever ecosystem of products and solutions to tackle the challenges and underpinning it all with a powerful analytics.

### Holistic

With Clavister products and solutions, you deploy any of the many use-cases in the areas of Connect, Protect and Prevent to get that robust security that your business demands, all the while using the products to synergistically bolster each other to create a true umbrella of security.

### Powerful management and analytics

Using our real time, web-based GUI, powered by machine learning, our Clavister InCenter tool gives IT managers a holistic view of threats and traffic with drill down capabilities anomaly detection and simple to understand dashboards that will decrease TCO compared to 3rd party log managements systems.

# PARTNERSHIP LEVELS

## PLATINUM PARTNER

The Platinum level is the highest level of certification in our partner program. As a platinum partner you will be working very closely with us at Clavister to provide the entire Clavister Aurora product portfolio to some of the largest and most demanding customers. The requirements to reach this level is a combination of having both experience, training and certifications that ensures excellent level of customer service. Benefits includes superior margins but also a much closer engagement with our key account managers, technical support and marketing teams.

## GOLD PARTNER

As a gold partner you have a proven success providing the Clavister Aurora product portfolio to a mix of medium and large sized customers.

As a gold partner, you will enjoy a close relationship with the Clavister support and technical teams. Starting at this level you will also benefit from working on joint business plans to help grow our mutual business.

## SILVER PARTNER

Clavister Silver partners have gained experience and knowledge about the Clavister products through our comprehensive training and certification program. As a silver partner you have also achieved success providing the Clavister products to a number of small to medium sized customers and are actively working with us on a regular basis. The benefits of being a Silver partner includes access to deal registration tools, good discounts and NFR products.

## REGISTERED PARTNER

You'll start your Clavister journey as a Registered Partner. In this stage you get access to our training and certification program and can start to build competence on Cyber Security and the Clavister Aurora product portfolio. While there are limited requirements, you still have access to great tools and can make fast advancement to our higher partnership levels to unlock more benefits and opportunities.



# PARTNER BENEFITS

<b>SALES SUPPORT</b>				
Deal Registration	•	•	•	
Discount Increases With Partner Level	•	•	•	
Renewal Tracking and Alerting	•	•	•	•
Not for Resell Products	•	•	•	
Promotions and Rewards	•	•	•	
Access to Partner Portal Sales (MyClavister)	•	•	•	•
<b>TECHNICAL SUPPORT</b>				
Support Portal	•	•	•	•
Priority 24 x 7 Technical	•	•	•	•
<b>MARKETING SUPPORT</b>				
Featured on Partner Locator	•	•	•	•
Marketing Development Fund	Via Distributor	Via Distributor	Via Distributor	
Access to Marketing Campaigns	•	•	•	
<b>COMMUNICATION</b>				
Newsletters	•	•	•	•
Webinars	•	•	•	•
Partner Portal Marketing (MyClavister)	•	•	•	•

# PARTNER REQUIREMENTS

	<b>CLAVISTER</b> CERTIFIED PLATINUM PARTNER	<b>CLAVISTER</b> CERTIFIED GOLD PARTNER	<b>CLAVISTER</b> CERTIFIED SILVER PARTNER	<b>CLAVISTER</b> CERTIFIED REGISTERED PARTNER
<b>SALES, MARKETING AND OPERATIONS</b>				
Valid Partner Agreement	•	•	•	•
Sales Volume Requirement	Check with Your Local Clavister sales contact			
Sales Forecasting	•	•		
Lead Follow Up and Reporting	•	•	•	•
Quarterly Business Plan and Review	•	•		
Hold Co-Marketing End User Event	Via distributor	Via distributor		
<b>CERTIFICATIONS</b>				
Technical Fundamentals Certifications	7	5	3	1
Technical Advanced Certifications	2	1		
Sales Fundamentals	3	2	1	1