

**Gradient.**

**Partner  
Program**

## Introducing the Gradient Cyber Channel Program

### Partner Program Details

Gradient Cyber' Channel Partner Program offers an award-winning security platform that can be deployed in several different ways with an ever-growing list of security services. Both platform and services come with a wealth of support and benefits that are designed to help our partners succeed.



### Strategic Business Opportunity

Gradient's subscription software-business allows our partners to generate recurring revenues through annual security software subscription renewals and associated support services.

### Key Elements of the Gradient Channel Program

- ❖ Simple to understand and use
- ❖ Focus on quality of product, quality of customer service and satisfaction, and enhanced value to user base
- ❖ Deal Registration System to protect and reward partners
- ❖ Partner-focused Rewards and Benefits to assist in the selling process and after-sale process

### Advanced Services and Sales Assistance

- ❖ Project scoping and Proof of Value support
- ❖ Security Architecture design and deployment assistance
- ❖ Pricing and customer quotation support

### Partnership Types

Gradient partners with the following types of organizations:

**System Integrators** – Deliver Gradient Security products and platform to enterprises and service providers through a designed solution implementation.

**Resale Partners and Value-Added Distributors** – Provide Gradient Security products as a complementary security solution in an existing portfolio.

## Ideal Gradient Partners

- ❖ System Integrators who are highly regarded and trusted in their regions
- ❖ Resellers and Distributors who are financially stable, are highly motivated by the opportunities provided by innovative products, are influencers, and who have proven track records

## Resale Partner Designation Requirements

<b>Gold Partner</b>	Partner must commit to working with Gradient at the Gold Level, with the benefits and responsibilities outlined in the executed partner agreement. As well, the Partner must have on staff a minimum of 1 individual who has achieved Pre-Sales Technical Certification.
<b>Platinum Partner</b>	Partner must commit to working with Gradient at the Platinum Level, with the benefits and responsibilities outlined in the executed partner agreement. In addition, the partner must have on staff a minimum of 2 individuals who have achieved the Pre-Sales Technical Certification and a minimum of 2 individuals who have obtained the Installation, Administration and Support Technical Certification.



## Deal Registration Program (DRP) –

Gradient is pleased to provide its Deal Registration Program to all eligible channel partners. The purpose of this program is to provide additional discounts to those partners who bring added value to Gradient by providing superior service and technical expertise with Gradient’s stable of products and rewards these partners who bring additional valued business to the table.

<b>Eligibility Criteria</b>	Eligible Partners are those in good financial standing who currently maintain either the Platinum or Gold designations.
<b>Focus of the DRP</b>	As Gradient’s Partner program grows and blankets the global market, the company values and believes that it is crucial to our success that we protect our Partners’ investments in market development and opportunity identification. As such, with the implementation of the DRP, Gradient maintains a high level of fairness amongst its Partners by allowing them the opportunity to benefit from time and resource investment in potential customer relationships that they have developed and nurtured.
<b>Registering a Deal</b>	The Partner who first provides material evidence of a deal in the works with a potential customer can register the deal in Gradient’s DRP. After Gradient has verified the application and has cross-referenced it with the other deals in the system to ensure no duplication, an e- mail notification will be sent out either approving or disapproving the deal registration.
<b>Discount and Protection</b>	Deals that have been registered by a Partner under this system will be protected from other Partners and the Partner will be given a 60-day time frame within which to close the deal. If the initial deal registrant is unable to close the deal within the allotted time (unless there are extenuating circumstances approved by Gradient), then the registered deal will lose its registration status within the system and other Gradient Partners will be allowed an opportunity to work with the potential customer on a deal.
<b>Extension of Deal Registration</b>	Partners may request for a Deal registration extension of an additional 60 days under extenuating circumstances and may only extend up to a maximum of 180 days (2 extensions).
<b>Rescinding Deal Registration and Discretionary Program Administration Rights</b>	Gradient Partners who do not comply with the spirit and the terms of the DRP, or who do not act in good faith, will face potential revocation of rewards and financial incentives within the Gradient Channel program. Gradient retains all discretionary rights in dealing with approval and disapproval of deal registrations as well as all disciplinary and dispute resolution rights.

## Partner Program Rewards and Benefits

Benefits & Resources	Gold	Platinum
Instant on Evaluation	✓	✓
Access to secure Gradient Cyber partner Drop-box	✓	✓
Access to Gradient Cyber Knowledge Zone content	✓	✓
Gradient Cyber Partner Business Consultants		✓
Eligible to attend trade shows and exhibit with Gradient Cyber		✓
Eligible for participation in Partner Advisory Board		✓
Eligible to attend Partner Forums		✓

Marketing Benefits & Tools	Gold	Platinum
Eligible to publish partner led events to GradientNetworks.com/events		✓
Use of Gradient Cyber partner branding and logos	✓	✓
Marketing Materials	✓	✓
Eligible to publish white papers on www.atrisktech.com		✓
Professional development of joint customer success stories		✓
Public Relations support and guidelines	✓	Joint press releases
Eligible for speaking opportunities at Gradient Cyber customer-facing activities		✓

## Partner Program Rewards and Benefits

Sales Benefits & Tools	Gold	Platinum
Sales Kit updated periodically	✓	✓
Gradient products for internal use at no charge. Security Services at a discount from MSRP	✓	✓
30 Day customer trial at no charge (software only)		✓
Deal Registration for net new opportunities		✓
Discounts on Gradient Products	Vary by Region	Vary by Region
Discounts on Gradient Services	Vary by Region	Vary by Region
Discounts on Support Contract	Vary by Region	Vary by Region
Lead Referrals		✓

Support Benefits & Tools	Gold	Platinum
Early release of software updates and patches		✓
Support Assistance from the Partner Business Center		✓
Exclusive Support Hotline		✓