

## Premier Channel Partner Program Highlights

### Sales

- Access to complete iPolicy product line
- Highly attractive reseller discounts
- Access to vertical market incentive programs
- Access to "Deal Pre-Registration" process
- Reseller Account Management
- Assigned iPolicy sales support
- Access to joint sales calls
- Access to beta test programs

### Marketing

- iPolicy "Security Update" newsletter
- iPolicy Partner Resource Center
- Sales & marketing materials
- Access to marketing programs
- Lead referral program
- Co-branded logo marketing
- Access to iPolicy MDF process
- Access to marketing event support

### Training & Certification

- ICSP technical training
- Use of "iPolicy Certified Security Professional" logo
- Sales training
- On-site sales training

### Support

- Partner maintains Demo/Tech Support Systems at preferred discount
- Partner maintains advance replacement spares

### General

- Partner Welcome Kit

➤ **The objective of the iPolicy Networks Partner Program is to foster a synergistic relationship that delivers joint financial success while adding substantial value to the services delivered to our customers, ensuring their complete satisfaction and setting the foundation for continued business growth.**

## Premier Channel Partner Program Benefits

iPolicy Networks Premier Partners receive comprehensive sales, marketing and technical support, as well as leads from iPolicy lead generation campaigns. iPolicy Networks products are competitively priced and made available at highly attractive discounts to Premier Channel Partners. In addition, Premier Partners are assigned an iPolicy channel manager and field sales manager who coach and help them sell iPolicy Networks products, thereby assisting in closing deals faster. The assigned sales managers also help secure corporate resources as needed. Pre-sales engineers are available to provide additional support as required and supplement the partner's own technical resources.

### Marketing

iPolicy Networks makes available marketing and sales collateral, presentations, and sales tools which can be delivered in print or electronic form and may be co-branded with the Premier Partner's logo and contact information. Premier Partners also have access to demo tools and evaluation units at preferred discounts. Partners are regularly updated on new products and competitive information, enabling them to successfully position and win with the iPolicy solution.

iPolicy marketing will work with the Premier Partners on various programs, including press releases, customer success stories and other iPolicy Networks outbound communications. iPolicy will also help Premier partners through joint events and programs, dependent on the availability of market development funds.

### Market Development Fund

Premier Partners can be granted market development funds (MDF) for their own lead-generation activities by a simple process of submitting a request augmented with a business case, for approval by iPolicy corporate management. MDF money is usually available and will be allocated based on the merits of proposals received.

### Lead Sharing

iPolicy Networks engages in continuing lead generation activities throughout the year and also receives inquiries from potential customers. iPolicy Networks assigns pre-qualified leads to its Premier Partners to help them grow their business and expand their customer base.

### Training

iPolicy Networks provides partners with a number of informal and formal training opportunities to enhance their sales and technical competence in representing iPolicy products. Partners are expected to avail themselves of these opportunities and to invest in knowledge which will help them provide better customer service and become more successful. Once training is completed, the Premier Partner individuals will earn the "iPolicy Certified Security Professional" recognition and will be able to use the ICSP logo.

## Support

Support contracts can provide Premier Channel Partners with an ongoing income stream from current customers. Channel Partners will also receive an iPolicy contact list which allows them to directly contact iPolicy Team members as required. Channel Partners and end-customers have praised iPolicy Networks' responsiveness and unwavering commitment to support them and help them quickly resolve any issues that may occasionally arise. iPolicy Networks is committed to provide the best possible support to its Channel Partners to ensure mutual success and customer satisfaction.

## How to become an iPolicy Premier Channel Partner

iPolicy Networks' goal is "Total Customer Satisfaction." iPolicy Networks expects its partners to actively sell and promote iPolicy Networks products and to back this commitment with an ongoing investment in sales and technical knowledge for continued success. iPolicy Networks expects its partners to deliver quality service and support with the same goal of total customer satisfaction in growing and expanding the list of satisfied customers.

## General Qualifications

A Premier Channel Partner candidate must have demonstrated the ability to prospect, qualify, and sell security products or related products, such as networking, computer or information technology products. Candidates must have an established customer base and business reputation in the mid- to large-size enterprise segments that iPolicy Networks' products are most suitable for. They must have established sales, technical, and support organizations that can be built upon and expanded. In addition, they must provide evidence of their desire and resolve to actively sell and support iPolicy Networks and its products.

## Unique Capabilities

iPolicy Networks is seeking value-added solution partners that can augment and add value to the products iPolicy Networks offers. In particular, iPolicy Networks welcomes partner applicants who have expertise and a track record in areas such as network and system analysis, security assessment and planning, security architecture design, security product configuration and installation, project management, implementation and other services that can be offered alongside iPolicy Networks products and services. These functions allow partners to not only generate added revenue from the services they can wrap around the product, they will also enhance their credibility and thereby help build long-term relationships with end customers for repeat business and future support revenues.

## Sales Commitment

Channel Partners are expected to develop and share their sales and marketing strategies with local iPolicy field representatives. iPolicy Networks' Premier Partner program provides highly attractive partner discounts based on volume commitment levels, target achievement bonuses and vertical market incentives. Premier Partners also have access to deal pre-registration process allowing them to lock-in competitive pricing.

## Training Commitment

Premier Channel Partners are asked to assign one or more sales representatives and two or more technical staff for ICSP training on iPolicy Networks' product lines. Premier Partners are required to stay current by availing themselves of the many learning opportunities provided by iPolicy Networks. These may be in the form of newsletters, web postings, conference calls, on-site sessions, and more.

To become an iPolicy Channel Partner please fill out the iPolicy Networks Partner Program Application. For additional information, please email us at [partners@ipolicynetworks.com](mailto:partners@ipolicynetworks.com).