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## **SecureSynergy announces 'Velocity in Partner Engagement and Rewards' (VIPER) as part of its Partner Support Plan 2003-04**

### **An Incentive, Rewards & Loyalty Program for Channel Partners**

**Mumbai, September 16, 2003** - SecureSynergy, a technology major in the information security domain, today announced the launch of Partner Support Plan 2003-04. This is an extension of its S3P Channel program. The new program, 'Velocity in Partner Engagement and Rewards (VIPER)' for its channel partners supports SecureSynergy's business philosophy towards a channel sales model.

VIPER is an initiative to reward its partners for business excellence while they promote its Managed Security Services business. The VIPER program aims to complement the complete life cycle of channel engagement starting with Channel Recruitment, Activation, Education, Channel Development Program, Incentive, Rebates and Loyalty Program.

The VIPER program is the first of several new programs that SecureSynergy intends to introduce to its accredited partners for this financial year. VIPER introduces new accreditation and training levels, supported by one of the industry's most exciting margin and incentive schemes.

VIPER works on a very simple methodology and is completely transparent for the channel to enroll and participate. All the recognized Gold and Preferred partners and SP2 partners of SecureSynergy are eligible to enroll for the program. Under the VIPER program, partners will now be rewarded under two categories: Spot Reward and Volume Incentive.

"Channels are core to our DNA and the most important part of our value chain to customers. Recognizing this important role our channel partners play, our Partner Support Plan is designed to consolidate our channel presence across the country and fuels our rapidly growing market share. VIPER is an exciting initiative which will help us engage the right partners for our Zero Touch Security Services business and reward them.." says Anil Menon, Senior Vice President, SecureSynergy.

"VIPER's aim is to ensure that our partners who are an extension of the SecureSynergy sales and support organization is equipped with similar levels of training and commitment. This is in line with our aim to be recognized within the channel community as the most preferred technology services provider." added Anil Menon.

### **About SecureSynergy**

SecureSynergy is a technology consulting services company with operations across India, Middle East, ASEAN and Europe directly and through channels and is the recognized leader in Information Assurance (1). With its practices focused on Consulting, Training, Predictability Management and Managed Security Services, SecureSynergy specializes in security solutions across the information value chain. The philosophy underpinning SecureSynergy is to conceptualize, strategize, build, expand and manage security, enabling the client's information systems to vanquish any security threat and come out winners. SecureSynergy can be reached at <http://www.securesynergy.com>.

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- (1) Information Assurance is a proactive, continual conduct of operations to protect, defend, detect and restore information and information systems.