



SECURESYNERGY
Solution Provider Program 2008-2009



SecureSynergy Private Limited

The Information Assurance Company

www.securesynergy.com



Dear Channel Partner,

Thank you for your interest in Information Assurance and SecureSynergy "REACH " our Solution Provider Program. As a participant in our Service Provider and Reseller program, you are poised to take advantage of one of the most rewarding Partnering opportunities in the industry. The benefits will give you access to unprecedented opportunities in today's growing, ever-changing security market place. At SecureSynergy, we intend to leapfrog the embryonic security industry and shorten our client's learning curves by sharing our rich experiences in Managed Security, Security process Re-engineering, Skills Transfer, Storage security and Security Controls implementation. This is the only-one-of-its kind product and service partnering program. And, you can be a part of this framework.

So how can you capture these opportunities and others that will continue to emerge? How do you win new business doing security differently? You've already taken the first important step once you join SecureSynergy's "REACH" Program. Participate at the Preferred or authorised level and you will have access to a variety of self-service tools and information that will support you through the sales cycle. Participate as a Distributor, Gold or as a Level-2 Service Provider (L2SP) and you will be supported on par with support we provide our leading end-user customers. We've taken steps to better tailor "REACH" to your unique business models. The more you commit resources the better you will find SecureSynergy assisting you.

To sign up follow these simple steps:

- a. Fill out the application form.
- b. Sign the agreement (only applicable to buy direct) and appropriate schedule.

Forward the completed paperwork to:

Channel Marketing
M/s SecureSynergy Pvt Ltd
501, Acme Plaza, Andheri Kurla Road
Andheri East
Mumbai 400059.
+91 22-28258825

On receipt of the above, additional information will be sent to you.

Welcome to teaming with SecureSynergy!!

Anita Kukreja
Marketing Manager

SecureSynergy REACH

Introduction:

The "REACH" Program is designed to provide value to SecureSynergy (SS) Partners by delivering coordinated, effective and easy to use program support. SS delivers ongoing enhancements through its Business Partner program to help enable the Business Partner to realize quicker profitability and higher customer satisfaction with SS products/solutions. SS is focused on developing and enabling both traditional and emerging channels. Business Partner types include service providers (L2SP), resellers, distributors, systems integrators and other types of influencers. The design of the program is based on delivering value and support to REACH Partners in return for their commitment to our technology and business solutions. As the Business Partner invests in SS, we invest in the Business Partner.

The REACH criteria qualification and benefits are provided through the REACH Program (as defined in this document). The REACH partner levels and SS investment in channel is based on the following membership criteria elements:

- **Commitment**
- **Customer Contact and support**
- **Channel Competency**
- **Revenue contribution**
- **Reporting**

SS will deliver the following:

- **Marketing and Sales Support** - Demo Software, product information, promotion support and other marketing, sales tools.
- **Training** - business, sales and technical education
- **Pre-Sales** - help in validation, scoping, templates & objection handling.
- **Technical Support** - technical sales support, installation and usage support by customer and help desk.
- **Incentives** - rewards for closing sales or influencing business
- **Channel Management** - timely and consistent information, tools and relationship support
- **Reseller Management Console for select partners/select products.**

REACH Details

As part of the REACH membership, Channel Partners will have to complete the channel information form and also the legal agreement in case you are pursuing a Distributor, L2SP or Gold relationship. This Agreement includes the basic terms and conditions for a marketing and enablement relationship. SS REACH is a comprehensive marketing and sales enablement program. It is designed to assist you in creating new revenue and market opportunities, and provide you with solutions that encompass the entire Secure Infrastructure Information Value Chain. To deliver full flexibility in choice and value inside these areas, REACH program is a model that offers valuable benefits -- some for FREE and others with committed investments.

There are five levels of participation in the REACH Program:

- Distributor (Buys directly)
- L2SP (Buys directly)
- Gold (Buys through Distributor or directly)
- Preferred (Buys through Distributor)
- Authorised (Buys through Distributor)

Applicant Requirements

SecureSynergy is looking for companies that provide value added products or services in specific markets and geographies with the following:

- Extensive knowledge of the target geography
- Corporate background providing enterprise “solutions” to corporations
- Previous security selling background preferred.
- For L2SP - organizations with a channel network or Service Provisioning ability.
- Qualified technical personnel capable of supporting comprehensive Solution sales and knowledge of relevant technology products.
- Microsoft solutions Providers, Network Solution providers
- Integrators & FM players.
- GIDs, Hardware PC Vendors, server vendors

REACH program benefits

The goal of the REACH program is to enable successful delivery of security products/services to customers. As a participating program member you have access to Knowledge and expertise of SecureSynergy in translating Enterprise and Nation State security to the corporate and SME space; performance Incentives and MDF; Marketing and Sales support and an extensive 24x7 expert help desk support.

The REACH program is a comprehensive channel program covering:

a. Sales Development and Support

Sales/product training
Dedicated sales administration support
Access to named channel development managers
Dedicated channel sales support including field support
Product positioning training

b. Marketing Support

Access to SS collateral
Lead generation activities
Home account program and tradeshow
Promotions & Channel advertising campaigns
Marketing Development Funds program
Incentive programs



Technical Support

Technical training workshops
Basic and advanced product training
Pre-Sales scoping Support
Assistance in proposal preparation for large contracts
Pre-release access to new releases (selective)

Customer Support

Knowledge Base
Help desk for 24x7 support
Web based reports
Access to supporting tools

Contact SecureSynergy today to find out more about our exciting and profitable channel program or read the enclosed Benefits/requirements matrix.

For services under the REACH program please read the Offerings document.

How to join REACH?

Joining the REACH Program is easy. The Distributor, select Gold & L2SP relationships are direct buying relationships. All distributors, L2SP & Gold partners have to sign the Application form and the agreement. For the reseller partner program, membership is given at one of two levels - Preferred or Authorised -- when you meet the criteria we have defined in specific categories. As stated in this guide, these categories include commitment, competency, revenue, and support abilities. The higher you go, higher revenue contribution and commitment is necessary. Please go through the Benefits/requirements document for signing on to the appropriate level.

To apply for membership, please complete the application by following these steps:

1. Contact your local SecureSynergy Channel Manager/representative.
2. Collect the REACH partner application form and complete the necessary sign up. Look at the Benefits and Requirements matrix and complete formalities accordingly.
3. Please complete the contact information in the sign up form. This information (name, address, e-mail address, phone and fax number) is required for completing the on-line profile. These individuals will be granted access to the SecureSynergy secured Web site and are responsible for naming subsequent individuals from your company to have access to this site or to be additional secured Web site administrators. For Distributors and L2SP partners, the primary contact will get access to the Service Portal Management Console, which will allow them to directly place orders on SecureSynergy Online site.



4. The Authorized Company contact completes and submits all required information for the SecureSynergy partner profile. In the case of Distributors , Gold and L2SP, he also signs the agreement. To join the Program, acceptance of the Agreement by SecureSynergy is required.

5. On receipt of the application form and agreement (as the case may be) SecureSynergy will forward you the necessary sales kit, business forms and business plan document.

If you have any questions on the membership process please write to info@securesynergy.com.