

A complex network diagram consisting of numerous small dots (nodes) connected by thin lines (edges). The nodes are colored in shades of green and grey, and the lines are thin and light green. The diagram is spread across the upper half of the page, creating a sense of interconnectedness and technology.

# Channel Partner Program Guide

**Accelerating Partnerships Through Innovation**

**JANUARY 2019**

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# Introduction

The success of your customers' businesses hinges on the digital security solutions you offer. And with the Sectigo Channel Partner Program, you'll gain access to a wide range of benefits, training, certifications, and rewards to ensure your team's success. From web hosting and managed service providers to direct market resellers and domain registrars, we partner with a range of industry types to develop and deliver website security solutions.

Through comprehensive sales and technical training; certification; best-in-class marketing and sales tools; and dedicated technical support, you'll have everything you need to deliver proven technology and valued expertise to your customers, along with enhanced technology platforms, global support, and market-leading innovations.

“ Partnerships are the cornerstone of our success. From our world-class tech offerings to our peerless partnership program, we are committed to providing the tools you need to increase your visibility and profitability, all while growing your customer relationships with our industry-leading product portfolio. ”

— BILL HOLTZ, CHIEF EXECUTIVE OFFICER, SECTIGO

# Why Partner with Sectigo?

**Sectigo enables partners to capitalize on one of the fastest growing web security segments.**



## **Rapidly Growing Market**

Become part of this booming market, which is on pace to exceed \$1.024B by 2020, at a rate of 10%.



## **Extensive Product Portfolio**

Enjoy our full line of solutions with products and price points designed to suit any customer.



## **Brand Recognition**

Align yourself with one of the leading brands in digital certificate security solutions.



## **Revenue Potential**

Grow your bottom line with high margins and financial incentives.



## **Expertise**

Gain access to a dedicated team with extensive knowledge and experience in the industry.



## **Global Support**

Enjoy dedicated sales and 24/7 technical support for pre- and post-sales support across the globe.



## **Sales & Marketing Tools**

Utilize best-of-breed tools designed to drive demand, acquire new customers, and increase average revenue per customer.



## **Profitability**

Offer in-demand products with generous margins and incentives for partners to grow their business.



## **People**

Work with our dedicated team of industry experts committed to a successful partnership.

# About This Channel Partner Program Guide

The Sectigo Channel Partner Program Guide is intended for partners applying for, or registered in, the Sectigo Channel Partner Program. This guide outlines a partner's eligibility, level, and associated benefits of membership in the program. Sectigo reserves the right, at its sole discretion, to modify this Program Guide. Please visit the partner portal for the most up-to-date information and version of this Program Guide.



## Sectigo Solutions

Sectigo delivers the most complete range of web security solutions for business of all sizes to protect its online environment. Building off the foundation of one of the world's leading digital certificate providers, Sectigo has developed a world-class solutions portfolio that will identify, prevent, remediate, and combat evolving, increasingly sophisticated, web-based threats.

Partners in the Sectigo Channel Partner Program are authorized to sell the complete portfolio of solutions, though some product lines require additional approvals. Solutions that make up the Sectigo product line include:

## TLS/SSL Certificates



Protect data, safeguard transactions, and inspire online consumer confidence with our full range of certificate options and security features, priced to meet any customer's needs.

### Eligible Brands

- Sectigo SSL
- EnterpriseSSL
- PositiveSSL
- InstantSSL

### Solutions Include

- Extended Validation (EV) Certificates
- Organizational Validated (OV) Certificates
- Domain Validated (DV) Certificates
- Wildcard Certificates
- Multi-Domain Certificates
- Unified Communications Certificates

## Certificate Management Solutions



Sectigo Certificate Manager is the cloud-based platform that gives you complete visibility and lifecycle control over any certificate in your environment. With a slew of sophisticated tools and dedicated support, it delivers the capabilities to reduce risk, quickly respond to threats, and control operational costs.

### Eligible Brands

- Sectigo

### Solutions Include

- Sectigo Certificate Manager
- Sectigo PKI Manager

## IoT Manager



With trusted, mutual-authentication IoT solutions, Sectigo uses high-availability, batch issuance systems that allow account administrators to enroll, download, and decrypt certificate batches swiftly and efficiently.

### Eligible Brands

- Sectigo

### Solutions Include

- Sectigo IoT Manager

## Code Signing Certificates



Solutions to digitally sign executables and scripts to authenticate the software author and guarantee the code has not been altered or corrupted since it was signed.

### Eligible Brands

- Sectigo

### Solutions Include

- Code Signing Certificates
- EV Code Signing Certificates

## S/MIME Certificates



Email certificates, also known as S/MIME certificates, allow for users to sign and encrypt their email messages to authenticate the sender's identity and ensure only the intended recipient can decrypt and read the message or its attachments.

### Eligible Brands

- Sectigo

### Solutions Include

- Secure Email (S/MIME) Certificates

## PCI Compliance & Website Vulnerability Scanning



Keep your website compliant with Payment Card Industry Data Security Standard (PCI DSS) with Sectigo's automated network and application scans that work to identify and fix security vulnerabilities.

### Solutions Include

- HackerGuardian — PCI compliance scanning service
- HackerProof — Website vulnerability scanning

## CodeGuard



Utilizing sophisticated version control software, CodeGuard provides incremental agent-less backups, and empowers marketers and technologists alike to oversee their network of websites — all in one place.

### Solutions Include

- Malware monitoring & remediation
- Enterprise-grade backups made easy
- WordPress plugin
- One-click restore



# Program Membership Tiers & Requirements

The Sectigo Channel Partner Program features four membership tiers:



Tier level is based on the partner’s annual spend on Sectigo solutions, with each tier providing incremental benefits, support, and pricing discounts.\*

Partner levels are evaluated at the start and at the half-way mark of each fiscal year:

- Higher sales levels will result in an immediate promotion.
- Partners experiencing a sales decline will work with their Partner Account Manager (PAM) on a recovery plan.
- Those partners with sales challenges will only be re-classified annually at the start of Q1.

Rewarding committed partners with increased benefits as they grow with us:

	Minimum Annual Spend	Financial Benefits	Business Benefits	Marketing Benefits
Platinum	\$1,500,000 USD	\$\$\$	👍👍👍	📢📢📢
Gold	\$500,000 USD	\$\$	👍👍	📢📢
Silver	\$50,000 USD	\$	👍	📢
Registered	\$0 USD	Basic	Basic	Basic

\*Sectigo has the right to adjust a partner’s tier or benefits at our discretion.

## Platinum Partners



Our premier sales level, Platinum Partners get full access to all our benefits, including field-based channel account managers, chat and marketing assistance, and preferred tech support and authentication.

### REQUIREMENTS:

- Attain \$1,500,000 (USD) in annual sales.
- Five members of their team get accredited in selling and/or supporting Sectigo products.
- Participate in quarterly sales and marketing planning.
- Integrate with Sectigo's ordering and fulfillment platform through our APIs.

## Silver Partners



With Silver Partner level, you'll get increased access to marketing collateral and other tools to help you expand reach and grow your sales, including inside partner account management and marketing assets.

### REQUIREMENTS:

- Attain \$50,000 (USD) in annual sales.

## Gold Partners



Partners who attain the Gold level are recognized as strategic partners and granted our second highest level of benefits, including increased marketing expertise and access to field-based account managers.

### REQUIREMENTS:

- Attain \$500,000 (USD) in annual sales.
- Three members of their team get accredited in selling and/or supporting Sectigo products.

## Registered Partners



Our entry-level tier, Registered Partner gives you access to our comprehensive marketing assets and inside partner account managers, all without an annual sales commitment.

### REQUIREMENTS:

- There is no annual sales commitment.

# Program Benefits

From marketing assets to account support, the Sectigo Channel Partner Program offers a wide range of benefits and incentives for all member tiers.

	Platinum	Gold	Silver	Registered
<b>FINANCIAL</b>				
Product margins	Better	Better	Better	Better
Product margins per registered deal (only Enterprise solutions are eligible)	Best	Better	Good	n/a
Renewal margin	Better	Better	Better	Better
Eligible for Marketing Development Funds (MDF)	✓	✓	—	—
Ability to sell enterprise solutions	✓	—	—	—
<b>BUSINESS</b>				
Free EV SSL for partner's main website	✓	✓	✓	—
Quarterly joint business planning	✓	—	—	—
Senior executive engagement	✓	—	—	—
Dedicated Partner Account Manager (PAM)	✓	✓	—	—
Platinum support	✓	—	—	—
Priority authentication support	✓	—	—	—
Participation in BETA programs	✓	✓	—	—
Eligible for specialization programs, i.e. EV Ready	✓	✓	—	—
RFP response support	✓	—	—	—
<b>MARKETING</b>				
Dedicated partner marketing support	✓	—	—	—
Inclusion in sales and product promotions	✓	✓	—	—
Custom collateral and templates	✓	—	—	—
Listing in the partner locator on sectigo.com	✓	✓	—	—
Online business optimization consulting	✓	—	—	—
Go-to-market business plan assistance	✓	—	—	—
Participation in joint promotional opportunities	✓	✓	—	—
Use of leading sales tools and co-branded marketing collateral	✓	✓	✓	✓
Access to our partner demand generation tool & campaigns	✓	✓	✓	✓

# Enterprise Deal Registration

The Sectigo Enterprise Deal Registration Program offers all eligible partners deal protection and margin enhancement on enterprise solution sales. Partners start with 90 days to bring the deal registration to an evaluation. After that, the partner will receive an additional 90 days to close the sale. For a 90-day extension, simply go to the Partner Portal and click the “Request Deal Reg Extension” button. There is no limit to the number of extension requests.

- Opportunities must consist of a customer who is interested in receiving one or more Sectigo products/services.
- Opportunities must have sufficient budget allocated to purchase a Sectigo product/service.
- Partner must have had preliminary discussions with the customer.
- Deal must be submitted online at <https://sectigo.com/lps/deal-registration-form>.
- Opportunities must be approved by Sectigo, and deal registration lasts for three months.
- Any renewals must be registered. First option goes to incumbent.
- There is no margin on renewals, only deal registration.
- Deal registration can be revoked by customer request, and customers must notify Sectigo in writing.
- Some minimums will be applied to specific products.

## Rules of Engagement

- Deal registration expiration reminders will be sent at 30 and 15 days, and one day prior to an expiration date for all open opportunities still in the evaluation installation stage.
- If a deal registration does not move to closed won or closed lost after 90 days and an extension has not been requested, the deal registration is subject to closure, and the opportunity may be registered by another partner.
- If a deal registration requires an extension past 90 days, it will need to be requalified for approval which is subject to review with the Sectigo sales team.
- Failure to obtain an extension will result in “unregistering” an opportunity and elimination of any preferred discounts.
- Once approved, partners are expected to “work” the opportunity to their fullest extent. Success for partners is measured by their ability to drive opportunities without the assistance of the Sectigo sales or pre-sales technical teams.

## Opportunity Eligibility

- All land (new), expand (cross sell), and extend (up sell) opportunities are eligible for deal registration.
- Renewal opportunities by existing partners are eligible for deal registration.

## Exclusions to Deal Registration

- Support renewal
- Evaluation/NFR or LAB units
- Professional services
- Hardware accessories
- Training
- Promotion codes

## Exceptions to Deal Registration

If the discount negatively affects the profitability below acceptable levels, Sectigo reserves the right to adjust and/or lower the discount.

## Minimum Deal Size

Unlike other deal registration programs, we do not have a minimum deal size.

# Marketing Development Funds

Marketing Development Funds (MDF) are exclusively designed for top performing Sectigo partners. Through this program, we reward our associates with marketing funds that help to create demand and grow Sectigo solutions sales. Partners should work closely with their Sectigo account teams during the planning process to ensure both parties get the most return from MDF programs.

The purpose of all MDF activities must be to sell Sectigo products and services. Programs using MDF must be in good taste and reflect favorably on Sectigo and cannot be misleading or deceptive, nor violate federal, state, or local regulations. All Sectigo registered marks, trademarks, copyrights, and disclaimers must be properly used.

### Approved marketing activities using MDF include:

- Brand advertising
- Demand generation
- Competitive replacement programs
- Sales campaigns
- Marketing materials
- Events
- API Integrations

To receive MDF, partners must outline the program details in a request form and send it to their PAM for review and approval prior to executing the program. MDF can be distributed in the form of account credits or invoiced against a purchase order after the approved activity takes place, and with proof of performance of the activity. All MDF funds belong to Sectigo, and Sectigo reimburses partners for approved activities at its sole discretion.

# About Sectigo

Trusted by enterprises globally for more than 20 years, Sectigo provides web security products that help customers protect, monitor, recover, and manage their web presence and connected devices. As the largest commercial certificate authority, with more than 100 million SSL certificates issued across 150 countries, Sectigo has the proven performance and experience to meet the growing needs of securing today's digital landscape.

## Resources

**Sales support** — [partners@sectigo.com](mailto:partners@sectigo.com)

**Technical support** — [support@sectigo.com](mailto:support@sectigo.com)

**Resources & how-to guides for partners** — <https://sectigo.com/resources>

**Marketing support** — [marketing@sectigo.com](mailto:marketing@sectigo.com)

The Sectigo logo is displayed in a bold, white, italicized sans-serif font against a solid green background.