
Seclore Partner Pulse Program Guide: 2024



SECLORE™
Partner Network

Seclore Vision & Mission

Seclore's vision is to deliver unparalleled protection and control over sensitive digital assets on all platforms and devices. We're committed to providing exceptional customer service, with innovative technology that helps organizations protect their valuable assets and achieve digital transformation goals while ensuring the highest levels of security and compliance. Seclore's mission is to protect sensitive data, giving organizations complete control over critical information with innovative solutions. Founded on the principle that traditional cybersecurity is no longer sufficient, we aim to be the leading provider of data-centric security solutions.



Partnering with Seclore

The Seclore Partner Pulse Program gives our partners transparency into the best partner network on the planet. Our partners experience a high multiplier and high growth in Seclore because of the breadth of services they provide to customers, which provide additional drivers for partner revenue. Our partners can increase their value by wrapping services and software around our technology, providing better end-customer outcomes and leading to accelerators in their businesses.

Partners realize accelerated value by engaging with us and developing software and services around our technology. We estimate that for every \$1 of revenue we generate, our partners generate \$5.90 from services and software integrated with our technology. As the market's opportunity for partner security services and software increases, the multiplier is expected to grow to \$6.50 in 2025.

Program Highlights

- Zero Conflict Promise
- Discounts & Margin Assurance for Deal Registration
- Technical and Field Sales Training
- Dedicated Account Team
- Joint Marketing Opportunities
- NFR Program
- Incumbent Renewal Opportunities
- Exclusive Use of Seclore Partner Logos

What is Seclore's "Zero Conflict" Promise?

Seclore commits to ensuring an entirely transparent, predictable, and fair approach to our channel partners. Our commitment is to ensure we're never selling against our partners who are actively engaged in a sales cycle. Our promise is that our partners will always have a fair advantage in respect to their pricing. If Seclore discovers we are engaged in the same account as our partner (at any stage), we will co-sell with the partner using a Customer Acquisition Plan. Additionally, Support, Subscription Renewals, and new product sales will follow the original partner where opportunities were originally approved through Deal Registration.

Discounts on Deal Registration

Seclore's channel-friendly sales approach emphasizes building relationships with valued partners. The Seclore Partner Pulse Program gives you the necessary skills to position, sell, and implement Seclore solutions to organizations across the globe. The program is designed to help you identify opportunities and grow your business by taking advantage of the following benefits and increase predictable margins along the way.

Margin Assurance

Seclore strives to ensure that partners are properly compensated for their efforts. Seclore commits to delivering profitable solutions and has established a consistent and predictable margin promise for deals registered by partners. Margin assurance enables partners to work aggressively to secure the business with Seclore even in the most competitive selling scenarios. These margins will be assured prior to any discounts by Seclore so partner efforts are rewarded in a consistent way.

Seclore Partner Benefits

TECHNICAL SUPPORT	PARTNER	CERTIFIED PARTNER
* Pre-Sales Engineering Support	✓	✓
* Access to extensive knowledge base	✓	✓
* Free web-based technical training	✓	✓
* Free basic technical support (business hours)	✓	✓
SALES ENABLEMENT		
* NFR Software Licenses / Eligible at Special Pricing		✓
* Deal Registration Program	✓	✓
* Detailed competitive intelligence	✓	✓
* Product Collateral	✓	✓
* Access to Partner Portal	✓	✓
* Dedicated SE Support for presales	✓	✓
* Seclore Updates	✓	✓
* Access to webinars for your prospects	✓	✓
* Joint sales calls / visits for larger qualified proposals	✓	✓
* Bid / Tender support	✓	✓
MARKETING		
* Joint Marketing initiatives / events		✓
* Eligible for Marketing Development Funds		✓
* Access to co-branded marketing templates/materials	✓	✓
* Sample marketing materials & newsletter content for own use	✓	✓
* Exhibition support / joint seminars		✓

SECLORE PARTNER REQUIREMENTS

REQUIREMENTS	PARTNER	CERTIFIED PARTNER
* Display Seclore logo on website		✓
* Quarterly Business Review		✓
* 1 technical resource certified on staff for every 10 reps		✓
* Maintain 4 Registered deals per Qtr. minimum		✓
* Regular targeted marketing campaigns/communications		✓

Deal Registration

Exclusivity & Exceptions:

A deal that is approved by Seclore provides the registering Partner with exclusivity with the Seclore Rep's efforts for that end-user opportunity, subject to the following exceptions, under which Seclore, at its discretion, may deny, remove, or rescind Partner's deal registration opportunity and/or deal registration access:

- If the end-user requests that Seclore quote or bid on the opportunity;
- If the end-user has rejected the registering Partner's bid or quote;
- If the Partner is not actively working the deal (for example, by failing to respond to the end-user's or Seclore communications);
- If the Partner does not close the deal within 90 days, and no extension has been granted;
- If the Partner does not exclusively propose and exclusively bid Seclore products or services identified in its registration;
- If Seclore is under a legal or contractual obligation to quote or bid on the opportunity, or if failure to quote or bid on the opportunity could subject Seclore to legal liability;
- If the Partner is not able to fulfill the opportunity (for example, by failing to have sufficient credit available for the end-user opportunity); or
- If the end-user chooses to fulfill its bid requirements under a contract vehicle which is not held by the registering Partner, or in a manner that prevents the registering Partner from being able to fulfill such requirements (for example, due to socioeconomic set-asides, etc.)
- In a Public Tender the Deal Registration may be approved for up to three (3) Partners provided they meet all the criteria; in some countries, in accordance with local laws, no Deal Registration will be granted in Public Tenders
- Distributors must correctly provide both the Partner and end-user information when attempting to obtain a Deal Registration. Distributors may register a Deal only where Seclore products or services are to be resold to Partners.
- A Public Tender is issued only to a manufacturer (such as Seclore), calls for submissions only from manufacturers (such as Seclore), and/or excludes the partner community from submitting a bid.

Seclore believes in complete transparency, predictability, and fair business practices and will protect the partner community and the work they perform. It's in everyone's best interest that we maintain the highest levels of integrity.

Margin Assurance for Deal Registration Official Guidelines

Opportunity Eligibility Criteria:

1. The opportunity is not being pursued by Seclore at the time the Partner submits for Margin Assurance / Deal Registration;
2. The opportunity is not registered by another Partner;
3. Before registering a deal, the Partner has made reasonable pre-sales efforts related to the deal, such as meeting with the decision-makers and qualifying the opportunity.

Registration Process:

1. Partner must submit the deal for review via the deal registration page on the Seclore website: www.seclore.com
2. If a deal is approved, Seclore will notify the Partner by e-mail with the Deal Registration number. Seclore strives to notify Partners of its decision within 4 business hours.
3. If a deal is declined, Seclore will notify the Partner by e-mail, and will include the reasons for such decision.

REGISTER NOW



Frequently Asked Questions

Why do I need Seclore in my portfolio?

Data will continue to be the increasingly valuable lifeblood of any organization. In order to protect this valuable asset, organizations must think differently about data protection. Rather than relying on the traditional boundaries of networks and devices, organizations must move the protection and control to the data itself. By embracing data as the new edge, organizations can create a boundary around their data that carries and maintains usage policies and security controls. Seclore is the world leader in data-centric security and has helped over 1,000 companies across a wide range of the most sensitive industries (financial services, manufacturing, public sector, telecom, etc.) successfully transition to this new model. By implementing new concepts pioneered by Seclore, these companies have protected their data, achieved regulatory compliance, and eased collaboration friction without fear. If you're ready to start now and take steps to make your data security independent of your infrastructure security, contact our team for more information.

Why do customers prefer Seclore over your competitors?

By leveraging innovative technology augmented with deep security and extensibility of the platform, Seclore delivers a comprehensive data security solution. Enabling organizations to confidently collaborate with even highly confidential data with the knowledge that their data can only be accessed by the parties they have designated is not easy. Seclore's platform delivers extensibility which means that a system can be extended, adapted, or improved without fundamentally changing the way our customers operate today. Beyond ease of use, Seclore stands above others given its flexibility of deployment methods (On premises, hybrid cloud, and AWS), extensive integrations, and support for our customers that has led to one of the highest retention rates across any technology.



Overall Rating

89% willing to recommend

4.5/5



(53 Reviews)



Frequently Asked Questions

Isn't data encryption enough?

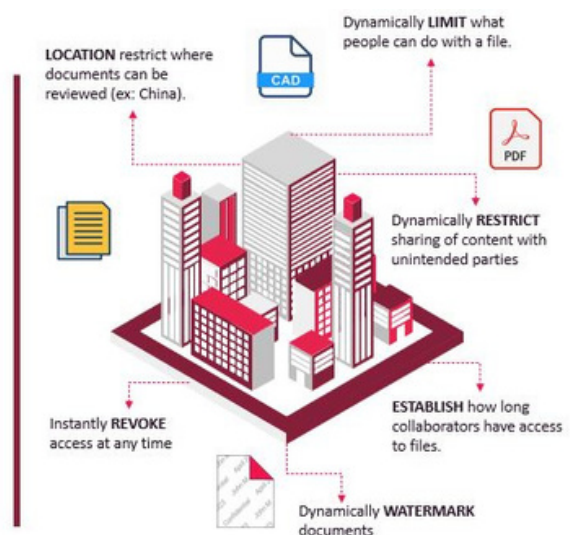
No. Not even close. Data encryption has long been seen as a proven means for protecting vital data, but it is increasingly clear that this approach alone has limitations. Encryption can be incredibly complicated for the average knowledge worker. Even the smallest mistake can have disastrous consequences. For example, if encryption keys are misplaced or forgotten, the data could be lost forever. On its own, encryption is a blunt instrument that often adds unnecessary hurdles to the flow of data.

What about DLP & CASB solutions? Why do I need Seclore?

Reactive controls, such as data loss prevention (DLP) and cloud access security brokers (CASB), can also be useful for protecting data. Important to note that Seclore can leverage these investments to improve their efficacy while also extending policies beyond where these typically stop providing protection to the organization. As your data moves beyond the edge of your network, that data also moves beyond your control. This creates a widening security gap between the perimeter-based methodologies of endpoint protection tools, network defenses, and cloud security solutions. This "data security gap" means that your data is at risk from data theft, IP theft, ransomware, and insider threats. From the compliance perspective, the risk of regulatory non-compliance includes fines, penalties and other fees alongside business disruption and reputational damage. The data security gap thus has far broader implications than opening up your organization to cyber threats. You need a data security solution that's designed to streamline compliance as well as ensure protection from threat actors.

What are some common use cases of Seclore?

- **Ensure data security and trackability of customer PII in Cloud repositories and applications** to achieve compliance with data privacy regulations.
- **Securing emails with customer PII & Confidential attachments received from external networks** to safeguard against legal liabilities and comply with data privacy regulations
- **Secure collaboration – Client PII (credit score and history)** while collaborating with internal teams, credit agencies
- **Protecting Intellectual Property** – (tools, fabrication drawings, serv manuals) while serving customers in an air-gapped environment.
- Ensuring sensitive docs adhere to **ITAR compliance. Maintaining** visibility and control over files shared externally. [CMMC]
- **Controlling access to internal files** uploaded to Box/Dropbox/SharePoint. Full audit trail.
- **Persistent and dynamic protection track, controls, and block access** even after data is shared



Frequently Asked Questions

Which partners are eligible to register deals?

All active partners are eligible for deal registration, which provides higher discounting and a “fair advantage” in any given deal. If you’re unsure whether your status is “active”, please contact us at partners@seclore.com. Our Deal Registration Program rewards channel partners who actively identify, develop, and win new business opportunities. This program incorporates deal registration that is designed to protect the partner’s presales investment and enable them to focus on value delivery to win the opportunity.

How does discounting work? Where do I get my pricing?

All resellers qualify for discounts but must get pricing from Seclore or our Authorized Distributors. If you’re unsure who that is, please reach out to partners@seclore.com.

If I don't have Deal Registration, can I still obtain pricing?

Yes. Any partner can obtain pricing from Seclore; however, only the partner who has registered the deal will get the max points or margin assurance for the deal. All others will be provided channel-based pricing which is always advantageous over any published pricing.

Why is the customer's email address/contact information necessary to process orders?

The customer’s email / physical address will allow Seclore to:

- Register their Seclore products
- Reset their license (e-mail address is required for verification)
- Technical Support (e-mail address is required to open a support ticket)
- Access to Updates & Enhancements
- Receive any notifications directly affecting their license (new releases or hot fixes which are both free of charge)
- Receive renewal notifications - End users who purchase through a Partner are pointed back to their partner to renew if they so wish

How does Margin Assurance for Deal Registration Work?

Seclore commits to delivering profitable solutions and will establish a consistent and predictable margin promise for Partner-Driven opportunities. In order to qualify for Margin Assurance Partners must:

- Get the deal registered and approved through Deal Registration
- Work exclusively with Seclore on the opportunity (no competitors)
- Discount pricing strategy must be agreed on in advance of presenting to end user
- PO from customer must be shared for margin to be assured

Join an elite ecosystem



About Seclore

Seclore’s mission is to protect sensitive data, giving organizations complete control over critical information with innovative solutions. Founded on the principle that traditional cybersecurity is no longer sufficient, we aim to be the leading provider of data-centric security solutions. Our vision is to deliver unparalleled protection and control over sensitive information on all platforms and devices. We’re committed to providing exceptional customer service, with innovative technology that helps organizations protect their valuable assets and achieve digital transformation goals while ensuring the highest levels of security and compliance.

www.seclore.com

“Since our earliest days as a company, partners have been foundational to our success. The need to protect sensitive data within some of the world's most known brands while capitalizing on the market's recognition that data-centric security is the present and future of cybersecurity. We have made a company-wide commitment to invest in, grow with and optimize for our partners.”



Justin Endres - Chief Revenue Officer



Resources

Seclore for Microsoft 365 Datasheet

↓ DOWNLOAD

As your customers move to the cloud and embrace Microsoft 365, the most immediate concern is the security of sensitive data and intellectual property. Download this datasheet to learn how Seclore adds enterprise grade security to your customers Microsoft 365 environment.

Seclore for SharePoint

↓ DOWNLOAD

Safeguard and track access to sensitive documents stored within SharePoint. Achieve robust data protection and compliance without disrupting collaboration. Read how Seclore addresses these issues.

The Gap in Data Security

↓ DOWNLOAD

Customers are at a crossroads. Their organizations rely on collaboration and the free flow of essential business data. Existing solutions like data discovery and classification are only one piece of the puzzle and solutions like data loss prevention can introduce a lot of friction. The challenge of how to protect your data once it has left the enterprise remains. Read how Seclore helps your customers address these issues.

For more information visit www.Seclore.com or follow us on LinkedIn.



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