

Channel Partner Program

SlashNext Channel Partner Program

Partner's participation in the SlashNext Partner Program is pursuant to an executed Master Partner Agreement between Partner and SlashNext. SlashNext's Channel Partner Program offers market-leading training, tools, and support to help accelerate sales opportunities and grow your business with SlashNext.

This Partner Program Guide will provide you with details on the rules of engagement around the program, how to complete specific tasks as you work with SlashNext and highlight key SlashNext resources available to you. In it you will find:

- Program Requirements, Benefits and Guidelines
- How to work with SlashNext

Per the Partner Agreement, SlashNext may modify this Program at anytime by providing 90 day notice to our partners.

Partner Program Levels

The SlashNext Partner Program consists of three levels that support the different investment levels our partners have with SlashNext.

Authorized

Available to any partner that can identify or support SlashNext sales opportunities. SlashNext Authorized Partners are transacting partners and can earn product discounts or referral fees; they may be resellers, integrators or other sales and services partners. We provide:

- Broad Sales and Services Enablement
- Discounts, Deal Registration and Referral Fees
- Field Support

Silver and Gold

Partners make a greater investment in expertise, develop services practices around SlashNext and are expected to drive greater product recurring revenues. Participation in the Silver or Gold Partner track is by invitation only. We provide:

- Executive Sponsored Business Plan
- Focused Strategic Relationships with Partner Manager
- Greater Discounts, Deal Registration and Referral Fees
- Lead Sharing Programs
- Targeted Sales and Services Enablement
- Access to Proposal-based MDF
- Business Planning and QBRs

Since participation in the Silver and Gold Tracks are by invitation only, partners are not automatically upgraded. Partners that do not meet their targets may be downgraded following discussion and written notice.

SlashNext Channel Partner Program Overview

We are committed to paving the way for mutual success by offering a variety of benefits, incentives and resources designed to drive opportunity, increase sales and to ensure long-term customer success. This program is designed to provide accelerating rewards and incentives as we succeed together. We have designed three levels into this program to reflect an increasing commitment between SlashNext and our Channel Partners.

Program Benefits

Program Element	AUTHORIZED	SILVER	GOLD
Wholesale Volume Pricing	Yes	Yes	Yes
Reseller Discount	10%	20%	30%
Deal Registration Discount	5%	5%	5%
Lead Sharing	*	Yes	Prioritized
Channel Investment Funds	*	Proposal Based	Proposal Based
Marketing Development Funds	*	*	Yes – Per Business Plan
Target Based Rebates	*	*	Yes – Per Business Plan
Partner Spiffs, Contests	*	Yes	Yes
QBR/Joint Business & Marketing Planning	*	Yes	Yes
Partner Advisory Council	*	Invite only	Invite only
SlashNext NFR Licenses (Use for Sales, Marketing, Support)	*	Yes	Yes
Access to training, collateral & support	Yes	Yes	Yes
Co-branded marketing benefits	*	Yes	Yes

Program Benefits

PROGRAM ELEMENT	BRONZE	SILVER	GOLD
ARR – New Business Target	*	\$1,000,000	\$2,000,000
Signed Partner Contract	Yes	Yes	Yes
Monthly Forecasting	*	Yes	Yes
Quarterly Business Plan/Review	*	Yes	Yes
Partner Enabled Sales Specialist	*	1	2
Partner Enabled Certified - SE	*	1	2
Partner Enabled POC/Eval Support	*	Yes	Yes
Tier 1 Support w/managed service	Optional	Optional	Optional
Customer Success/Renewal	Yes	Yes	Yes

Partner Agreement

Participation in the Partner Program is by invitation of SlashNext only. All Partners must be authorized to sell or distribute the SlashNext Services in order to enter the SlashNext Partner Program.

Annual Revenue Requirement

An annual revenue requirement is defined as the amount of revenue that SlashNext expects its Partners will meet or exceed during the SlashNext Fiscal Year. SlashNext and the Partner will jointly develop a Business Plan including targeted ARR assumptions.

Price Lists and Pricing.

SlashNext will provide the appropriate price list to the Partner based on its level in the program. The price list will include the MSRP, Wholesale Price and Price with Accepted Deal Registrations. The Partner is responsible for pricing to the customer. Per the Partner Agreement, SlashNext may update its price lists as it solely determines.

Training and Certified Requirements

Partners shall maintain a staff of sales and technical personnel familiar with the applications, features, benefits, operation, and configuration of the Services. Such staff shall complete SlashNext product training as required by SlashNext.

Support Requirements

Partners that are certified to provide Tier 1 Support to End Users are responsible for the following at a minimum:

Customer Communication

- Receiving and logging End User calls
- Verifying that the End User has a current subscription and support agreement with SlashNext
- Verifying any relevant updates are installed
- Determine initial problem/issue
- Setting and managing End User expectations
- Maintain direct customer contact for service issues and general feedback
- Work with customers to decide when to close tickets
- Customer Success and Renewal Programs

Business Planning and Reviews

Based on the Program Level, applicable Partners are required to have an annual SlashNext business plan which coordinates with their Annual Partner Review to ensure compliance of the program. Partners agree to have quarterly reviews to review the success vs the annual plan.

Program Non-Compliance

If SlashNext identifies a Program compliance issue, the Partner will be notified of the infraction and placed on a probationary period for ninety (90) days until the issues can be remediated. If the Partner complies, no changes will be made to the participation of status in the SlashNext Reseller Program.

If the Partner is unable to comply, at SlashNext discretion the Partner will be removed from the Partner Program and is not eligible to participate in the Program for at least six (6) months following such removal. While SlashNext may suspend or take other action noted above, nothing prevents SlashNext from taking any action set forth in or otherwise relying on the terms of the agreement between the Partner and SlashNext.

Financial Benefits

Wholesale Pricing

For our Partners with direct purchasing rights, SlashNext

has standardized buy prices. Orders can be placed at these prices without special approval from SlashNext. In the event special terms are needed to close a unique deal, SlashNext Deal Desk must approve before the Partner submits the Partner Order Form to SlashNext.

Deal Registration Program, Discounts & Operations

To promote the growth and success of our channels, to manage channel conflict and provide a systematic approach to pursuing sales opportunities, SlashNext has formalized our rules of engagement and deal registration procedures.

Only a properly completed Deal Registration Form can initiate an engagement. It is therefore in all parties' best interest that you complete a Deal Registration Form as soon as a qualified sales opportunity is identified. Since the first qualified deal registration is approved, partners are encouraged to submit their deal registrations as early as possible to lock in the biggest discount.

Deal registration and associated discounts are only available to partners that have signed the SlashNext Partner Program Agreement, and for deals approved by SlashNext Sales. In the SlashNext Partner Program, you need to register individual sales opportunities. Partners may not register an account or combine opportunities.

Based on the Partner Level in the Program, an accepted deal registration is honored for 90 days and may be renewed for an additional 90 days with written approval by SlashNext.

Deal registration approval is based upon order of receipt of the registration, qualification of the opportunity, partner ability to deliver in-country/region support, partner relationship with customer. Final deal registration approval decision will be made by SlashNext Sales.

Only one Partner can earn a deal registration discount per opportunity.

New customer opportunities or new opportunities with existing customers can qualify for deal registration. Add-on sales to renewals can qualify for deal registration.

Approved deal registrations have standard 90-day expiration from the date of original approval (Deal Registration extensions beyond the initial 90 days approval are at the sole discretion of SlashNext).

SlashNext collaborates with partners holding the approved deal registration and is available to support partners throughout the entire sales process.

In the event the engagement is dissolved, the SlashNext Sales Rep will generally notify you by phone or email. SlashNext will reconsider other deal registrations submitted for this deal, in chronological order of submission. If there are no other registration requests submitted, the SlashNext Sales Rep will typically initiate engagement with a reseller of the SlashNext Sales Rep's choosing.

Channel Investment Funds

Channel investment funds, as available from SlashNext, may be provided to qualified proposals which SlashNext chooses to drive channel revenue. This aspect of the Program is at the complete discretion of the SlashNext Channel team and Executive Channel Management.

Target-Based Rebates

SlashNext may offer target-based rebates in addition to other Partner incentive programs. This type of rebate is made available by invitation only for Partners that are willing to sign up for additional revenue targets on a monthly, quarterly and/or annual basis.

Sales Support Benefits

NFR Licenses

NFR Licenses are available for Partners' use in order to both develop expertise regarding the SlashNext Services and help facilitate demonstrations of the SlashNext

Services for potential customers. Dependent on the Partner Level, Partners are eligible to receive between 10-100 NFR licenses per the program. For additional needs or internal use licenses, please contact your SlashNext Partner Manager.

Technical Assistance

SlashNext is committed to assisting Partners in the pre-sales support of our Services to help ensure and demonstrate how the Services address customers' needs. In addition to this support we also want to enable our Partners with access to technical training that is available on the Partner Portal along with a demonstration account.

Marketing Benefits

Certain SlashNext Partners may have access to marketing tools and resources that will help position and market SlashNext Services. Partners should work with a Business Development Manager for details. Eligibility will vary depending on the Partner Program tier, but such benefits may include the following:

Marketing Development Funds

By Invitation Only, The SlashNext Marketing Manager will work with applicable Partners to develop co-funded demand generation, and awareness building campaigns focused on developing pipeline and new customers.

SlashNext Partner Logos and Branding Materials

SlashNext has developed logos that can be used by Partners (subject to the terms of the Partners' agreements with SlashNext) to promote their relationship with SlashNext on their websites and in direct customer marketing. Use of the logo is subject to SlashNext' then-current branding and usage policy and guidelines.

About SlashNext

SlashNext helps organizations close the gaps in their existing defenses against today's—and tomorrow's—more advanced phishing and social engineering threats. SlashNext provides IT security teams, OEMs, and service providers with a range of real-time phishing protection, phishing incident response, and threat hunting solutions to protect users, both inside and outside network perimeter protections.

For More Information: <https://www.slashnext.com/partners>