

# Egress Partner Programme



# Overview



Egress' Partner Programme gives its partners the flexibility to fulfil the roles most appropriate to them, their activities, businesses and engagement profile. Members have access to materials and resources to help them to develop and grow within the programme.

## Partner roles



### Procurement Partners

These partners deliver value to us through the introduction of sales prospects with an identified need for our software and services. They do not want an active role within the sales, onboarding and customer management cycles. We manage the end-to-end process and the Partner is entitled to a commission.



### Sales Partners

These partners actively market and promote our software and services and work alongside us to close sales cycles with sales prospects. All subscriptions are governed by our standard subscription terms in force at the time and available at [www.egress.com/legal](http://www.egress.com/legal). Partners must ensure that these are brought to the attention of sales prospects' during the sales cycle.



## PLATINUM PARTNERS

These partners are our key strategic partners. They will have proven themselves as a Gold Partner over a period of time by consistently achieving or exceeding the revenue targets agreed with us. They are true experts in our software and services and have highly skilled expertise across their business. Platinum Partners have full access to all the benefits of the programme.



## GOLD PARTNERS

These partners will have proven themselves as a Silver Partner. They are knowledgeable in our software and services and have skilled sales and technical teams. They are able to access and benefit from the Egress partner portal.



## SILVER PARTNERS

The introductory level to full membership. All Sales Partners will spend at least their first year at this level. These partners have identified a sales prospect base sufficient to create an annual business plan to take our software and services to market. We will work with Silver Partners to establish a working partnership based on clearly defined annual revenue targets and other KPIs.

# Benefits

## What does the programme offer to partners?

Benefit	Description	Procurement	Silver	Gold	Platinum
Renewal incumbency	Partners protection on renewals	✓	✓	✓	✓
Deal registration	Register deals and opportunities on the partner portal		✓	✓	✓
Qualify for incentives	Quarterly incentives offered by us		✓	✓	✓
Access to the partner portal	Ability to track deals and opportunities		✓	✓	✓
Egress partner	The right to refer to itself as an Egress partner and use certain branding		✓	✓	✓
Account mapping with Egress sales	Access to our sales teams to assist with account mapping and strategy			✓	✓
Sales and technical training	Training provided by our staff to partner teams				✓
Technical support	Support provided by us to assist partners in their activity				✓
Promotion on our website	Added to our list of Platinum Partners				✓
Not for resale subscriptions	NFR SaaS licences to use our software and services internally within the partner's own business				✓

### How can Silver, Gold and Platinum Partners refer to themselves?

We allow our Silver, Gold and Platinum Partners to refer to themselves as an “Egress partner”, or an “authorised reseller” of our software and services. Use of our branding is subject to additional terms, more details of which are set out below and in our programme terms and policies.

### What are NFR subscriptions and what terms apply to them?

We recognise that it can be really helpful to have hands on experience of a SaaS service before trying to sell it. That’s why we provide our Sales Partners with the opportunity to enable their employees to access and use our software and services within their own business. These subscriptions are provided subject to our standard subscription terms in force at the time and on the understanding that they are ‘not for resale’ (NFR) by the partner.

# Finance

## The margins available to partners

Type of opportunity	Procurement	Silver	Gold	Platinum
Partner generated	5%	15%*	25%	35%
Partner fulfilment	5%	5%	5%	5%

\*Approved partners can expect an initial margin of 10%, rising to 15% in line with performance.

### Things to note

- The margins apply to the list price subscription fees only. Commission is not available on other fees and charges
- All amounts due to us must be paid in full without any set-off, counterclaim, deduction or withholding (unless required by applicable law)
- Partners are responsible for the collection and payment of all taxes, charges, levies and other fees imposed on a sale
- Partners are fully responsible for the expenses and costs they incur in their participation in the programme (including marketing, promotion and sale of the services)

### Procurement Partners

- Egress will manage the full sales and completion cycle for Procurement Partners and will pay them commission due only once in full receipt of the subscription fees from the customer

### Sales Partners

- Sales Partners shall confirm each order to us and we will confirm the applicable subscription fees
- Sales Partners shall invoice the sales prospect
- We will issue the sales partner with an invoice for the subscription fees less the above margin



# Partner portal

## What is it?

An online portal currently available at [www.egress.force.com/partner](http://www.egress.force.com/partner) where Silver, Gold and Platinum Sales Partners are able to register and track sales opportunities and closed deals.

An opportunity is a new sales opportunity for Egress' services with a sales prospect or existing customer.



## How is it used?

- Eligible partners must register all sales prospects and opportunities through the partner portal
- We will review all registered opportunities and will accept or reject them within five working days of their registration
- Opportunities may be rejected where, for example, they are already being (or have recently been) pursued by another partner or by us
- Quotations or order forms must not be sent out until we have confirmed the status of the opportunity
- If an opportunity is accepted by us, the partner will have a period of 90 calendar days in which to close the deal. On expiry of that period, the opportunity can be pursued by other partners or by us

## Can the opportunity window be extended?

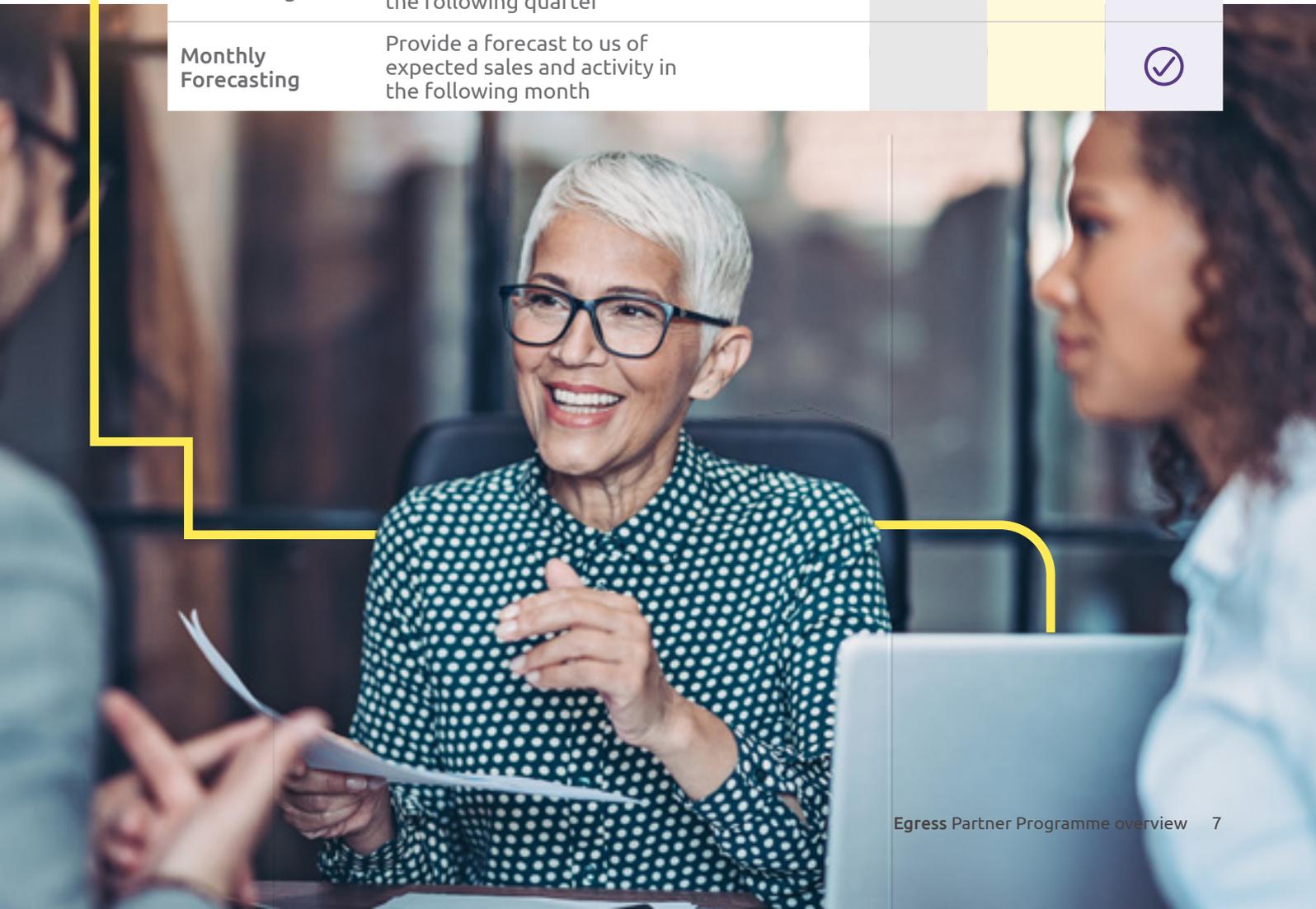
Yes. Prior to expiry of the 90 calendar day period, the partner can request that the period be extended for a further 30 calendar days. We will consider any request on its merits, but the partner must be able to present evidence showing:

- It is, or has, conducted onsite meetings and/or demonstrations of our software and services
- There is continued activity with a high likelihood of closing the deal within the extended period
- The sales prospect or customer has indicated that it intends to purchase our software or services

# Partner requirements

The table below highlights the requirements for each level of partner:

Requirement	Description	Procurement	Silver	Gold	Platinum
Complete the registration process	All partners are required to complete this process	✓	✓	✓	✓
Achieve annual recurring revenue target	We expect our partners to meet or exceed any annual KPIs that we agree with them		✓	✓	✓
Sales enablement and technical training	Undertake training in our software and services to ensure the best possible knowledge of them			✓	✓
Quarterly business review	Undertake a QBR with us to review performance activity and plan for the next quarter				✓
Joint marketing plan	Establish and deliver a joint marketing plan with us				✓
Quarterly forecasting	Provide a forecast to us of expected sales and activity in the following quarter		✓	✓	
Monthly Forecasting	Provide a forecast to us of expected sales and activity in the following month				✓



# The Egress Mark

Sales partners may use the Egress Mark in accordance with the Egress Partner Programme terms and the Egress partner policies. The Egress logo can be downloaded from the Egress partner portal at [egress.force.com/partner/s/resources](https://egress.force.com/partner/s/resources) under the brand guidelines tab.

We may change the Egress Mark at any time and partners must regularly check back to ensure that they remain compliant with the use of our intellectual property. Sales Partners are reminded to check that their planned activity fits within the rights and permissions that we grant in relation to use of our trademarks and other intellectual property.

We may issue brand guidelines in respect of the use of the Egress Mark from time to time and Sales Partners will be responsible at their own cost for compliance with the same. Procurement Partners are not permitted to use the Egress Mark or our other intellectual property.

## About Egress

Our mission is to eliminate the greatest risk to every business – the insider threat. To achieve this Egress has built the world’s only Human Layer Security platform that empowers your people to remain secure while being highly productive.

Using patented contextual machine learning, Egress is trusted by the world’s biggest brands to prevent human error and protect against malicious or reckless behaviour on email without any administrative overhead. Funded by FTV Capital and Albion VC, Egress is headquartered in London with offices in Toronto and Boston.

