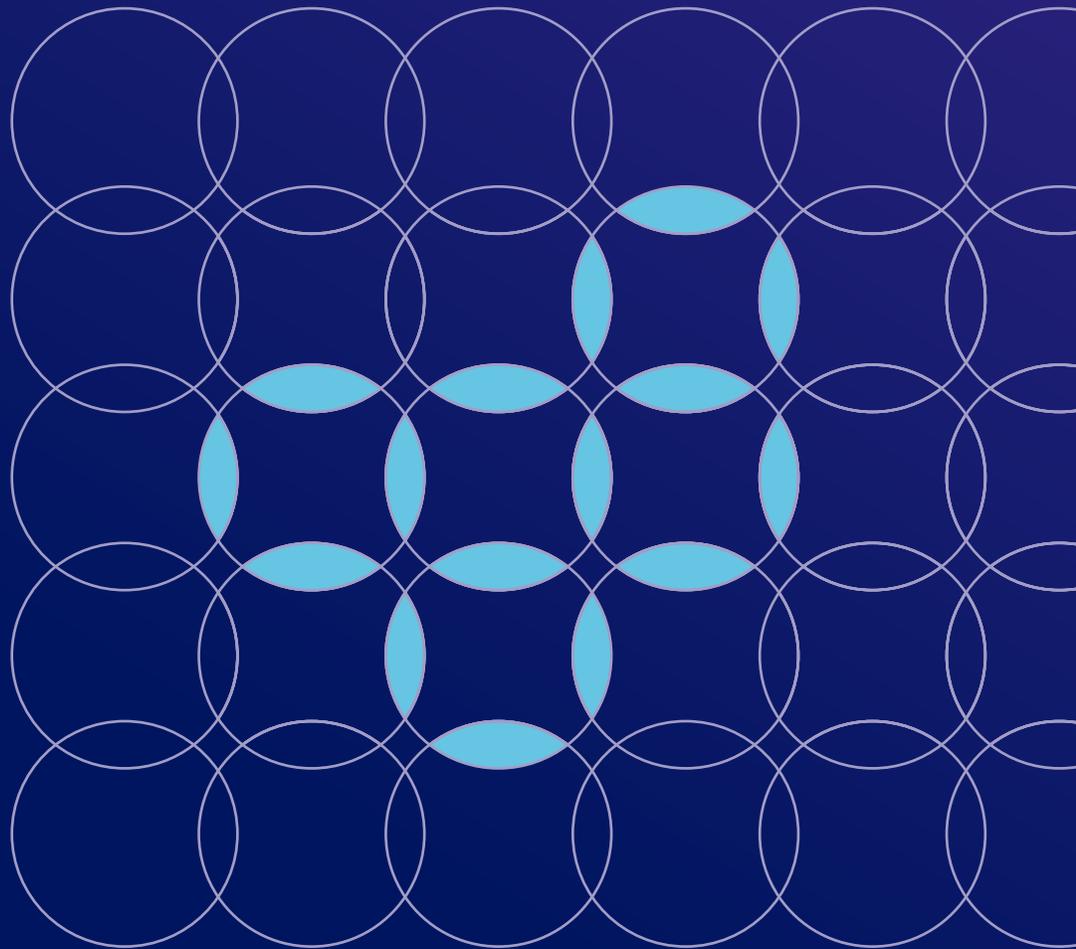
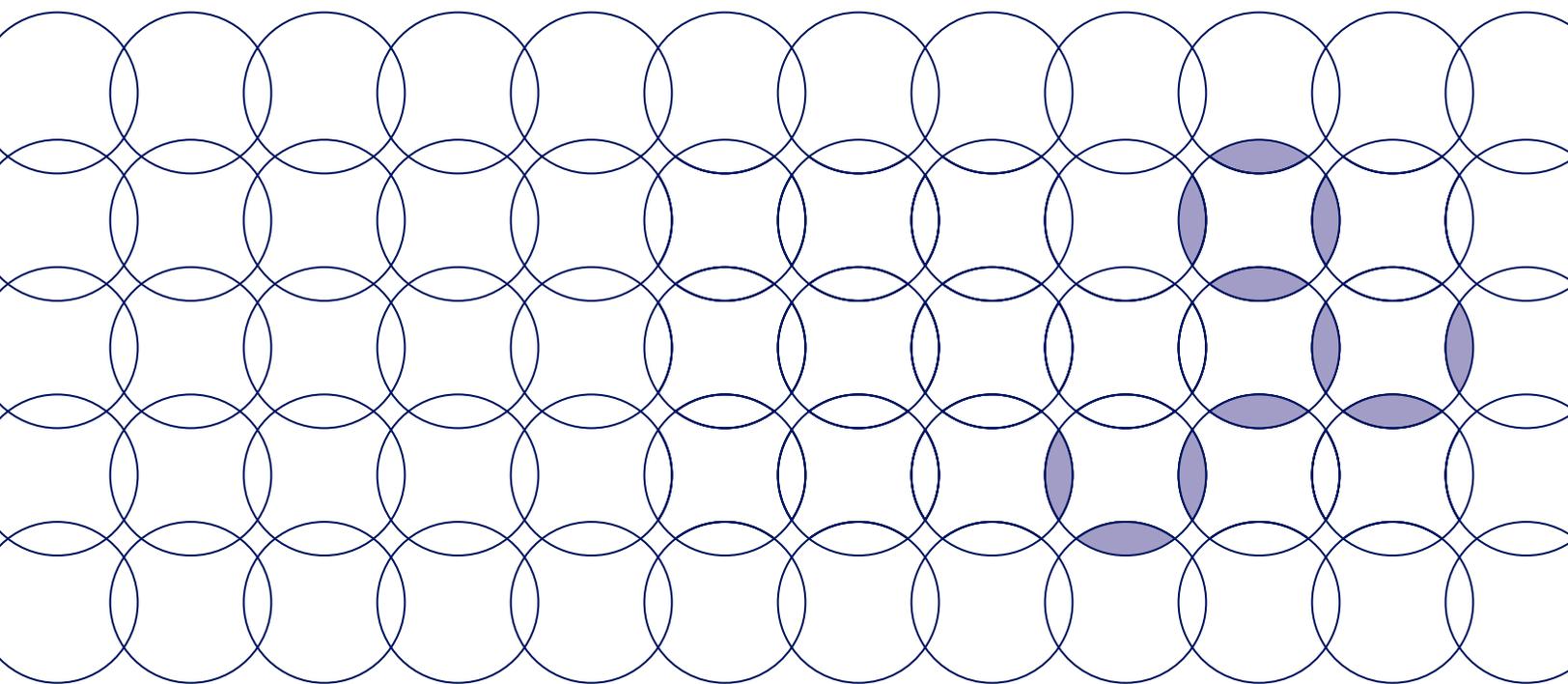


# Egress Partner Programme



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

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## **Value-add Resellers (VARs)**

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.

## **Managed Service Providers (MSPs)**

These partners are specialist outsourced service providers to their customers. Their service provision will vary depending on cyber security specialism, but an MSP partner will require the ability to manage customer deployments of Egress, ongoing management of users, as 1st and 2nd line customer support. The Egress MSP Programme supports this through defined technical and sales onboarding frameworks, training, support escalation processes and monthly or annualised billing.

## **Referral 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.

## VAR Levels



### **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**

The entry level for active Partners in the Partner Programme. These Partners will have demonstrated their willingness to invest in proactive promotion of Egress. They are knowledgeable in our software and services and have skilled sales teams. They can access and benefit from the Egress Partner Portal and are on performance related plans designed to promote them to Platinum status.



### **Silver Partners**

Silver Partners are incentivised to bring net new deals to us. They are not working to performance plans, and will bring deals on an irregular basis, but will be expected to support the sales cycle on the deals that they bring. They can access and benefit from the Egress Partner Portal.



# Benefits

## What does the programme offer to partners?

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



### **How can Partners refer to themselves?**

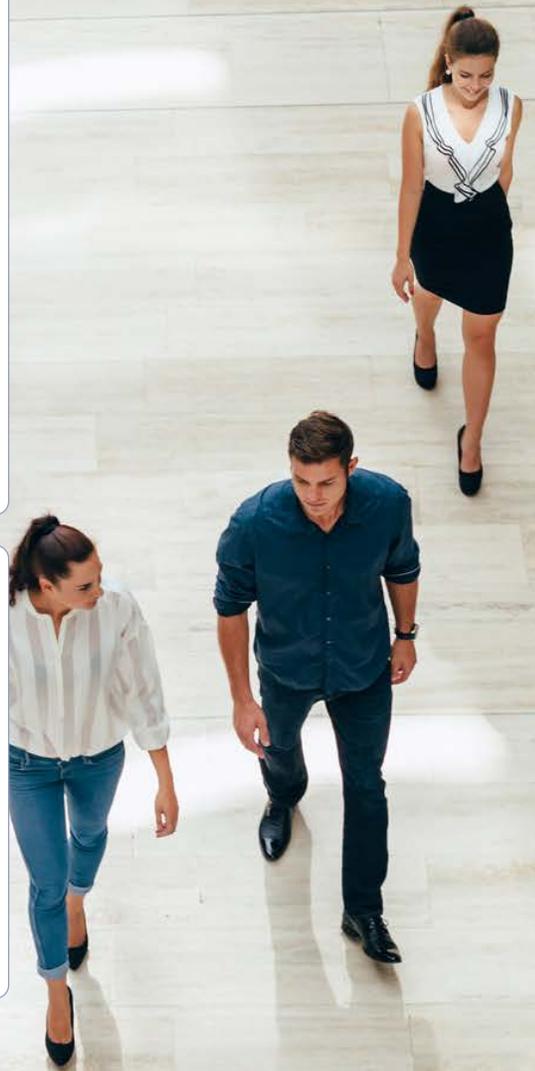
We allow our Partners to refer to themselves as an “Egress partner”, or an “authorised reseller” of our software and services. Use of our branding is subject to additional terms, more details of which are set out below and in our programme terms and policies.

### **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 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.

### **What is required of MSPs?**

As part of the MSP Programme, partners are required to complete technical and 1st and 2nd line support training. As part of the onboarding process, we align technical engineering support to a new MSP to ensure a streamlined process. MSPs will be required to manage customer deployments, ongoing management and 1st and 2nd line support, with escalation of 3rd line to Egress.



# Finance

## The margins available to Partners\*

Type of opportunity	MSP	Referral	Silver	Gold	Platinum
Partner generated	50%	15-25%	15%*	25%	30-35%
Partner fulfilment	N/A	5%	5%	5%	5%

\*Margins listed may vary depending on Partner performance and specific opportunity

### Things to note

- » The margin applies 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)
- » Partner generated margin may be subject to a sliding scale from the year one renewal depending on whether a cross sell of another Egress product is included. This is applicable to Gold and Platinum Partners
- » The MSP Programme supports monthly and annualised billing depending on requirement

### Referral Partners

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

### VAR and MSP Partners

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

# Partner Portal

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## What is it?

An online portal currently available at [www.egress.com/partners](http://www.egress.com/partners) where Partners can register new deals (deal registrations) and track sales opportunities and closed deals.

A net new deal registration is a new sales opportunity for Egress' services with a sales prospect or existing customer.

## How is it used?

- » Eligible partners must deal register all sales prospects and opportunities through the partner portal
- » We will review all deal registrations and will accept or reject them within five working days of their registration
- » Deal registrations 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 a deal registration 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?

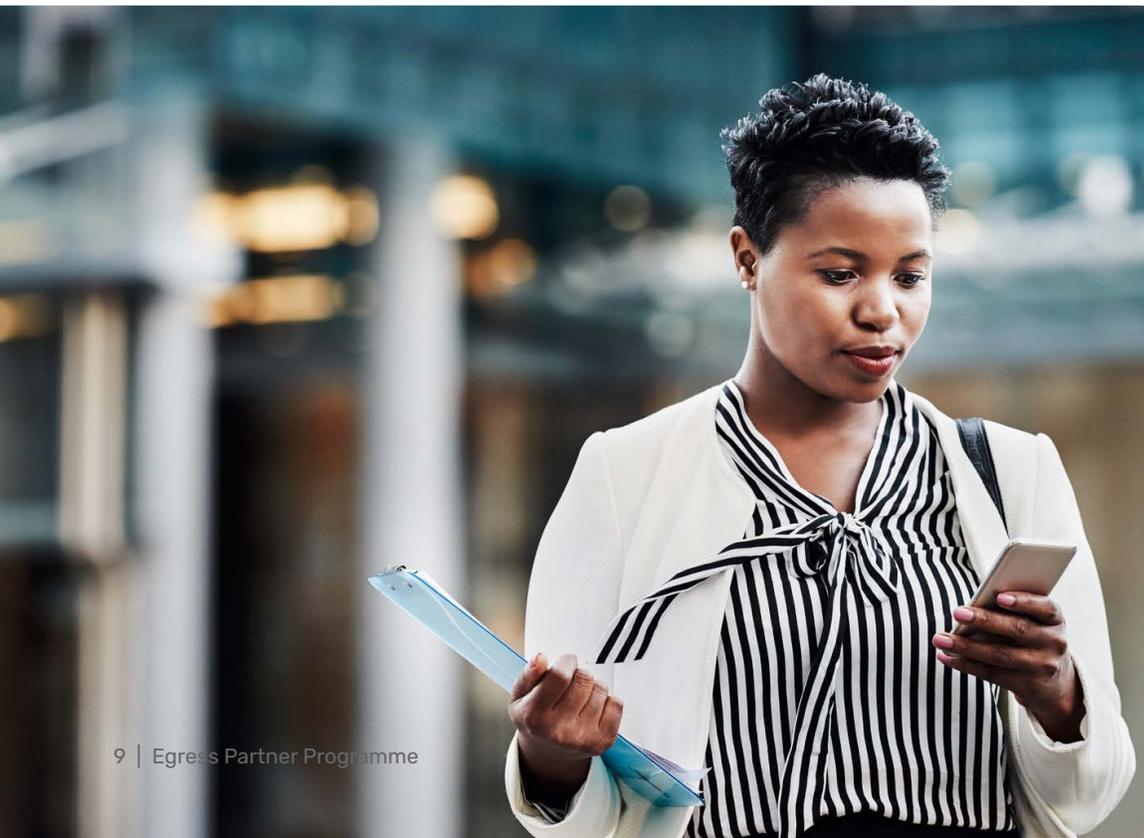
Yes. Prior to expiry of the 90-calendar day period, the partner can request that the period be extended for a further 30 calendar days. We will consider any request on its merits, but the partner must be able to present evidence showing:

- » 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	MSP	Referral	Silver	Gold	Platinum
<b>Complete the registration process</b>	All Partners are required to complete this process	✓	✓	✓	✓	✓
<b>Achieve annual recurring revenue target</b>	We expect our partners to meet or exceed any annual KPIs that we agree with them	✓			✓	✓
<b>Sales enablement and technical training</b>	Undertake training in our software and services to ensure the best possible knowledge of them	✓			✓	✓
<b>Quarterly business review</b>	Undertake a QBR with us to review performance activity and plan for the next quarter	✓				✓



# 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 most complex cybersecurity challenge every organization faces: insider risk. We understand that people get hacked, make mistakes, and break the rules. To prevent these human-activated breaches, we have built the only Human Layer Security platform that defends against inbound and outbound threats. Using patented contextual machine learning we detect and prevent abnormal human behavior such as misdirected emails, data exfiltration and targeted spear-phishing attacks. Used by the world's biggest brands, Egress is private equity backed and has offices in London, New York and Boston.

[www.egress.com](http://www.egress.com) |  Egress Software

