

THE VERA PARTNER PROGRAM

Businesses and organizations of all sizes today need a way to securely collaborate beyond their organizational borders. Many times, this type of collaboration typically involves the sharing of sensitive data and IP with 3rd parties. Unfortunately, once sensitive data leaves the perimeter of an organization, there's no guarantee that it will be in safe hands. Until now.

Program Overview

Vera offers the industry's most powerful and intuitive solution for securing files through the last mile - all while maintaining total control over the data. Vera enables you to manage who can access sensitive files, control what they can do with that data, as well as track the use of that intellectual property, wherever it travels. Likewise, access to the data can be revoked at any time.

The Vera Partner Program is designed to empower our GTM Partners, which include Resellers, SI's and Consulting Firms, as well as our Technology Alliances, all of whom are focused on helping customers solve their most pressing issues around the sharing of sensitive data and valuable IP outside of their organizations. We offer a host of benefits including comprehensive training, lucrative referral and reseller incentives, marketing opportunities, and deal registration, all of which are designed to help our partners build a profitable, differentiated offering around Vera.

For GTM Partners and Technology Alliances, we offer two levels of membership for each partner type. The baseline set of requirements and membership benefits associated with types are outlined in the tables below. Likewise, we also have a Managed Services Program for firms that are looking to offer a service bureau model for their customers around file security that allows them to stand up and operate the Vera solution on behalf of customers.

To learn more about partnership opportunities and the criteria to become a partner, please complete the [Partnership Application](#) on our web site.



REFERRAL

Vera Referral Program is for Partners who wish to refer prospects to Vera but who don't wish to resell the solution on their paper. This program is well-suited for technology alliances and consulting firms who feel Vera's capabilities are ideal for their customers but who prefer to have Vera take on the support of the sales engagement process, the implementation phase, the ongoing support, and the billing responsibilities.



RESELLER

The Vera Reseller Program takes things one step further and is designed for resellers and systems integrators who are looking to engage with customers end-to-end in the form of helping them understand the benefits of Vera, reselling the product and potentially driving the implementation phase.

GTM Partners

Base Requirements	Registered Partner	Premier Partner
Trained Sales & SE Resources	Minimum of 2	Minimum of 10
Certified Sales Resources	1	5+
Certified SE Resources	1	5+
Annual Vera Revenue Impact	\$100k+	\$500k+
Business Plan	✓	✓
Signed Reseller Agreement	✓	✓
Signed Referral Agreement	Optional	Optional
Signed Managed Services Agreement	Optional	Optional

General Benefits	Registered Partner*	Premier Partner
Partner Portal Access	✓	✓
Deal Registration Program	✓	✓
Reseller Discounts	✓	✓
Shared Demo Tenant Access	✓	✓
Dedicated Demo Tenant*		✓
Joint Sales Planning		✓
Vera Partner Playbook		✓
Bi-Annual Product Road Map Reviews		✓
Quarterly Business Reviews		✓
Exec Sponsor		✓
*Upon approval only and requires NFR agreement to be in place		

Marketing Benefits	Registered Partner	Premier Partner
Logo Usage	✓	✓
Press release		✓
Access To Marketing Collateral	✓	✓
Joint Partnership Overview PDF		✓
Joint Marketing Events		✓
Joint Go-To-Market Campaigns		✓
Training Benefits	Registered Partner*	Premier Partner
Product Training	✓	✓
Sales & Pre-Sales Engineering Training	✓	✓
Certification For Sales and Pre-sales Engineering	✓	✓

*Online Only

Technology Alliances

Base Requirements	Standard Partner	Solution Partner
Signed Technology Alliances Agreement	✓	✓
Signed SDK License Agreement	✓	✓
Signed NFR License Agreement	Optional	Optional
Joint Customers	None	5
Technical write-up on the integration	✓	✓
Base Requirements	Standard Partner	Solution Partner
Referral fee for referring customers to Vera**	✓	✓
2-Page PDF overview of the joint solution value & integration	✓	✓
Promotion on www.vera.com		✓
Separate landing page showcasing the alliance and integration		✓
Access to Vera product documentation	✓	✓
Bi-annual Vera roadmap sessions		✓
Event sponsorship opportunities	✓	✓
Access to a Vera NFR license for demo and testing purposes*	✓	✓
Press Release with a quote from Vera Security		✓
Joint webinars, blog posts, and local events		✓
Joint lead generation activities		✓
Joint GTM planning		✓
Present to Vera Sales & Technical Teams on Global Sales Calls		✓

*Requires signed NFR License agreement

** Requires signed Referral Fee agreement