



Partner Success Program

Accelerating MSSP Partner Revenue Growth

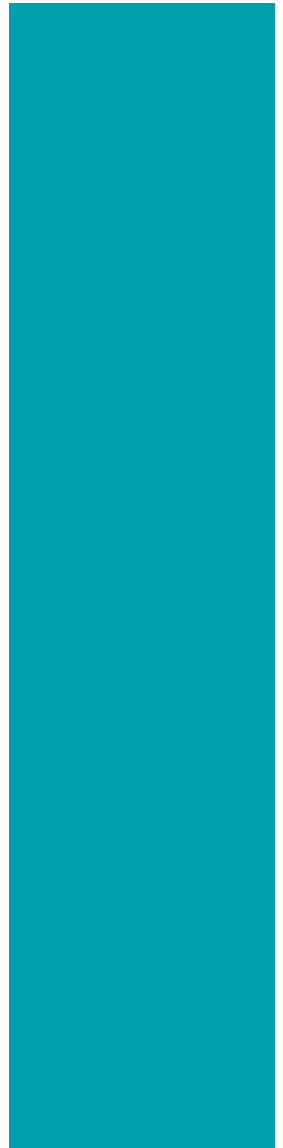




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Welcome to the Partner Success Program

Dear Partner,

At Security On-Demand, we understand that your clients are the most important thing that you have. Your customers rely on your expertise to recommend and deliver security solutions designed for their unique needs and business requirements. We also understand that the partners you go to market with is a critical component to delivering competitive differentiation and profitable outcomes.

Our 2020 Partner Success Program is designed to help you deliver successful and profitable services using SOD's award-winning ThreatWatch Hunt™ platform and related services. We look forward to helping you craft a market-leading set of managed security services designed to fit your product solution offering—whether you are providing a private-label offer, offering a-la-carte custom solutions, or reselling the services as currently formulated.

Thank you for considering Security On-Demand as part of your service offerings. We believe that successful partnerships begin with solving your business and solution needs while establishing a foundation for mutual profitability, trust, and creativity in solving customer problems. Our partner go-to-market philosophy is based on deep commitment and on-going investment into the partner relationship with solution training, product design, and market development support. We believe it's critical to make these investments to help you accelerate growth, remain cutting-edge, and deliver on client expectations.

As a 100% channel focused company, we recognize the value that you bring to our partner ecosystem and we are committed to building a long-term, successful and profitable relationship together. Thank you for exploring the Security On-Demand Partner Success Program. We look forward to learning more about your needs and how we can be successful together!

Sincerely,

Peter Bybee, CEO

Why Partner With Us?

100% Partner-Focused. As a fully dedicated, partner-focused company, we are committed to building a long-term and profitable relationship together.

Solution Differentiation. By partnering with Security On-Demand you'll be a provider of our award-winning and industry leading ThreatWatch Hunt™ MDR offering, that will help win new deals while exceeding client expectations.

Partner Investment. Our partner go-to-market approach is based on deep commitment and on-going investment into the partner relationship. Everything from helping you sell, to training your team and assisting with contracts is part of the relationship.

Profitability. SOD offers generous margins, low risk and investment commitments, and the complete technology stack. Without paying for vendor SEIM licenses, hardware, integration costs, and other fees, you enjoy pure margin from the sale.

Non-Competitive. Ever wonder if who you're partnering with will some day be your competitor? As a partner-focused firm, we do not compete against you to proactively sell our own services.

Partner Resources. When you become a partner, you gain access to our best people and resources including our Partner Portal, training sessions, demo portals, case studies, and training for your team with our SOD Partner Team dedicated to support your success.

A PARTNERSHIP BUILT ON CLIENT VALUE & SYNERGY

- Add value to each product, consulting, or services sale
- Launch into Managed Security with minimal business risk
- Lock in ownership of your client relationships long term
- Improve your "Trusted Advisor" standing with each client
- Start small & grow with us opportunistically or strategically

A Few Good Partners

We're not looking to sign up anyone and everyone as a partner. We carefully vet each partnership to ensure mutual commitment and expectations on how we add value to your solutions portfolio.

Once we get a chance to get acquainted, we do a deep-dive to find the partner program that best aligns with your business model.

We offer a range of partner models designed to fit your client base and solution offerings, ranging from referral relationships, strategic consulting partnerships, System Integrator, and Private Label programs.

Below are examples of three main partner categories, and through our conversations we'd like to collaborate further on the best partner model suited for your business.

OUR 3 PARTNER CATEGORIES

- Advisory
- Strategic
- Private Label

PRIVATE LABEL

- For select partners, we offer the ability to Private Label the SOD services
- Branded client portal security dashboard
- Recurring revenue stream for partner.
- High revenue opportunity

ADVISORY

- Ideal for VARs, IT resellers & Solution Providers (either security or general)
- Sales training & support provided
- Annual Business Review
- Minimal Risk
- Full advance compensation on every closed deal
- Client portal branding with reseller co-branding

STRATEGIC

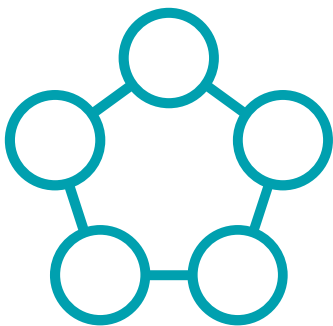
- Ideal for Managed Service Providers, hosting providers & large resellers who wish to brand
- Client Portal Security Dashboard
- Shared liability or minimized risk Model
- Recurring revenue stream for partner.

Who we partner with

Security On-Demand's partner model complements services offered from IT solution providers, risk advisory and consulting firms, cloud providers, and Managed Service Providers to augment rather than competes with the partners own offerings.

This "eco-system" approach ensures that there are lots of revenue opportunities to grow business together and avoid overlapping services.

Below are examples of three main partner categories of our current partners, but the best way to determine if our partnership would be a good fit is by starting a conversation with us.



1. Services, Telcos & Cloud Providers - (MSPs, MSSPs, Telco/Carriers, Private Cloud Providers) are under tremendous pressure to innovate quickly and build out scalable and robust security solutions for their clients.

Partnering with Security On-Demand provides you with a fully-mature, market-ready security platform that reduces the time to market, while minimizing the capital investment, staffing labor, training & operations.

MARKET-READY SOLUTIONS DESIGNED TO DELIGHT YOUR CUSTOMERS

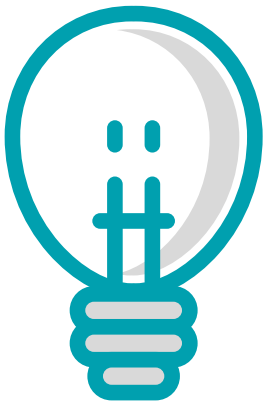
- ThreatWatch MDR & Log Management with 24x7 Threat Monitoring
- Proactive Threat Hunting Service
- Managed Firewall
- Managed IDS/IPS
- Managed NAC
- Managed Web Application Firewall
- Vulnerability Scanning
- Policy & Compliance Analysis



2. Strategic System Integrator & IT Solution Providers - No need to create a private label or productized offer if that does not fit your business model.

Our solution offerings can be adopted wholesale without any modification needed.

Partners can either resell, recommend, or build custom offerings around our services that best fit their needs. SOD can help you with your market or solution positioning.



3. Private Label Risk & Consulting Organizations - We offer partnership programs for organizations that provide risk management, advisory and IT consulting services.

If your organization has an IT security, risk consulting, or cyber advisory practice, partnering with SOD is a great way to get started with providing a comprehensive risk management solution offer.

From pre-consulting engagements to post implementation consulting services, we provide assistance with developing your organizations consulting services that are designed to enhance each sale of SOD Threat Management solutions.

SERVICE OFFERING CUSTOMIZATION:

- We fully support hybrid public cloud and on-premises based client infrastructure
- Each deployment can be configured as a "multi-tenant" or a dedicated client solution
- Alerts can be forwarded to your own NOC or SOC for further action or client notification
- Reseller multi-tenant Dashboard Portal allows you to view each client individually or all clients collectively
- All client relationship management is centralized through your account managers
- Option to Co-Brand or Private Label Solution Offerings

Partner Support & Enablement

How is your existing MSSP partnership working?

- Does your sales team get the training they need?
- Do you have resources for how to find and qualify prospects?
- Do you and your current partners work together to find new clients?
- Most importantly, are you making money?

Whether you are new to selling managed security or not, we will help train you or your team to help build a profitable MSSP offering.

The key advantage to SOD's Partner Success Program is our teaming efforts. Every partner is trained in our methodology and typically closes more business with us than other solution providers.

- Continuous training - Continual training such as product updates, competitive differentiators, & deep solution knowledge will prepare your team to compete and win business together
- Multi-tiered training - If needed, we train reps on finding the opportunity, asking questions, etc. We also can help reps learn how to find and qualify the opportunity, and then engage the expert to close deals without a large effort from their side.

COMPARE OUR PROGRAM WITH YOUR EXISTING PARTNERSHIP:

- Unique Co-Selling model - partners close 34% of all deals using our model vs 9% with other MSSP partners
- Unlimited Sales Support - we provide you with all the sales & design resources you need to win each deal
- Device-Based Pricing Model - that's flexible to enough to meet any budget

Next Steps



Let's start the conversation. You can fill out a form on our website, or e-mail us at partners@securityondemand.com to set up a brief meeting with our partner team.



Need more time? Check out our website for high-level overviews of our technology, services, and partner program. We are always available to answer questions, if you want to know more.



Join the community. Members receive Threat Flash Alerts and updates on fast-breaking news from our Threat Recon Unit. Stay updated and learn what our Threat Reconnaissance Unit (TRU) sees on the threat landscape.

Contact us at partner@securityondemand.com



**GIVE YOUR
CLIENTS THE BEST
VALUE
WITH
DEVICE BASED
PRICING AND PAY
AS YOU GROW
FLEXIBILITY**

- Talk with our partner team to see how we can help you
- Check out our services and latest tech on our product pages
- Subscribe to our blog, Twitter, and LinkedIn accounts for current threat alerts, whitepapers, and more