



SECURONIX
Security Analytics. Delivered.



FUSION
ACCELERATE INNOVATION

Securonix Fusion

PROGRAM GUIDE

Copyright © 2017 Securonix, Inc. 5557 W. Century Blvd., Suite 370 Los Angeles, CA 90045

No part of this publication may be stored in a retrieval system, transmitted, or reproduced in any way, including but not limited to photocopy, photographic, magnetic, or other record, without the prior agreement and written permission of Securonix, Inc.

This document is provided for informational purposes only, and the information herein is subject to change without notice. Please report any errors herein to Securonix, Inc. Securonix do not provide any warranties covering this information and specifically disclaims any liability in connection with this document.

The terms of this Securonix Fusion Technology Alliance Partner Program Guide are subject to the terms of Securonix Fusion program Master Agreement and related addenda. Securonix reserves the right to administer the Securonix Fusion program in its discretion. Securonix may make any of the benefits in this Fusion Program Guide available to any Partner, and/or withhold any benefits from any Partner, without obligation to offer or withhold such benefits to or from any other Partner. Partner agrees that it is responsible for all of its employees' compliance with the terms of this Fusion Program Guide and the Master Agreement.

The Securonix logo, The Securonix Fusion logo, The Securonix Fusion Partner logos, and other Securonix names referenced herein are trademarks of Securonix, Inc., and may be registered in certain jurisdictions.

Other product names, designations, logos, and symbols may be trademarks or registered trademarks of their respective owners.

SECURONIX

Executive Summary

Our partners are vital to the success of our joint customers as our partners help Securonix address their complex business needs by creating richer solutions for a broader set of markets. As a result, Securonix is proud to join forces with some of the most prominent technology companies in the world to provide integrated solutions and services around its industry leading User and Entity Behavior analytics (EUBA) solution, and Security Analytics Platform SNYPR for most Fortune 1000 customers. The Securonix Fusion Partner program provides a foundation for Securonix and its partners to build long-term relationships, to provide customers around the world with industry-leading solutions and services in the enterprise security, Network Monitoring, and regulatory compliance markets.

The Securonix Fusion Program accelerates the development of interoperable security solutions, simplifies the integration of these products with complex customer environments, and delivers solutions to maximize the value of existing customer investments, reduce time to problem resolution, and lower operational costs for the end user.

The Securonix Fusion Partner program offers a tiered program structure with distinct partnership categories and corresponding levels of commitment, which include a wider array of benefits and more exposure through Securonix channels. As a Fusion partner, the program provides opportunity to participate in the Securonix User Community, which will launch late 2018, our Security Forum Q3 2018, marketing, sales training, webinar usage, along with Securonix product training integration certification, and technical support. Membership at the Strategic and Gold levels involve more comprehensive business relationships with Securonix and greater levels of investment. We are committed to our partner's ongoing success and offer a variety of revenue-growth opportunities that support the joint integration with the Securonix Platform.

OVERVIEW OF PROGRAM

Market Opportunity

Securonix's leadership in the User and Entity Behavior analytics (EUBA) solution, and now being recognized as a Next-Gen SIEM in the Security Analytic market segments, provide a significant business opportunity for Securonix Fusion Partners. Securonix's 250+ customers continue to expand and optimize their deployments of the Securonix Platform. Similarly, our partner's customers are looking to develop or acquire statistical analysis and machine learning capabilities to incorporate into their security monitoring platforms or services. With the goal to provide more comprehensive visibility into security, compliance and operations issues. Our combined customers present a market for integrated joint-solutions.

Securonix Fusion Partner Program

The Securonix Fusion Partner program provides significant benefits to industry-leading technology companies, based on the partnership level.

- **Pre-integrated complementary solutions through certification, Connectors, and add actionable intelligence to support value-added customer use-cases**
- **Partner education in Securonix University, through web-based or instructor lead training to maximize partner knowledge in Securonix products**
- **Access to Securonix technical resources, including Technical point-of-contact (liaison), QA testing, and sales support for on-going maintenance of joint solution**
- **Go-to-market solutions through branding, awareness, customer marketing, and lead generation programs**

SECURONIX

- **Jointly sell solutions more effectively by providing sales tools and facilitating engagement with the Securonix sales force and referral programs**
- **Participation in Securonix annual Thought Leadership conference which will start in 2018, and access to Securonix OPEN which is on-line user community of customers and partners in 2018**
- **Promotion and messaging through Securonix Fusion Logos and Marketing activities**
- **Joint Solution Development Benefits**

Securonix will invite select partners to collaborate with Securonix in defining new integrated solutions for specific industry verticals, including value-added content, demonstrations and whitepapers/case-studies. Securonix may also invite select partners who have tighter integrations with the Securonix platform to participate in beta testing for major releases of Securonix business solutions. Additional partner benefits include:

- **Competitive advantage—Partners develop in-depth expertise on new Securonix releases or products prior to general availability**
- **Product expertise—Partners work closely with Securonix’s product managers and engineers who design, build, and test Securonix’ products**
- **Accelerated development of new use-cases—Partners leverage access to the personnel made available by Securonix to expedite the availability of new features, including demonstrations and white papers.**

Securonix Fusion Logos

The various Securonix Fusion logos enable Securonix Fusion Partners to promote their partnership with Securonix. Securonix Fusion Partners can use the Securonix Fusion Logo on packaging, collateral materials, documentation, advertising, event signage, and other promotional media to distinguish themselves and their relationship with Securonix.

Because the strength and effectiveness of the Securonix Fusion Logo is derived through its appropriate and consistent use, Securonix strictly enforces compliance with its Logo Usage Guidelines. Logos are available in both color and black and white. Examples for the various for partnership categories follow:

Note: Use of the appropriate Securonix Fusion Logo must conform to the Securonix Fusion Logo Usage Guidelines and the terms and conditions of the Logo License Addendum. Partners are expressly prohibited from using the Securonix corporate logo and/or modifying the applicable Securonix Fusion Logo. Logo Usage Guidelines can be found in the Partnership package.

Examples Of Logo's For Program



SECURONIX

Partner Levels, Benefits, and Requirements

Securonix Fusion Partner program is designed to accommodate a wide variety of partners having different business models, different business scope, and different levels of commitment to the User and Entity Behavior Analytics (EUBA) solution, and Security Analytic markets. This section describes the overall benefits and requirements for companies at each category and level.

The Fusion Partner Program includes four levels of partnerships:

- **Securonix Technology Connect: The Connect level focuses on interoperability with the Securonix Platform completing a base integration and certification, is the typical starting point for all partners.**
- **Securonix Silver Technology Partner: Technology partners at this level have an existing integration or applications with Securonix and would like to document and promote the value of their solution. Silver partners receive the benefits of the Connect level plus additional joint-marketing and training programs.**
- **Securonix Gold Technology Partner (by invitation): This level is appropriate for technology partners who have multiple joint customers with Securonix and who wish to generate customer demand for the integrated solution that solves significant customer challenges.**
- **Securonix Strategic Technology Partner (by invitation): This highest partnership level is for technology partners who are leaders in their markets with a global presence, extensive market penetration and a large customer base. Securonix and its Strategic partners collaborate to provide tightly integrations beyond connectors and visionary leadership in solving customer challenges.**

Program Overview

Partner Benefits	Connect	Silver	Gold	Strategic
<ul style="list-style-type: none"> Integration technical support/testing Securonix Certified logo Securonix Partner Program Logo Partner logo on Securonix.com 	✓	✓	✓	✓
<ul style="list-style-type: none"> Sales presentation, Solution Brief Webinar (partner-funded) Logo and description on Securonix.com Partner Sales training 		✓	✓	✓
<ul style="list-style-type: none"> Joint Webinar (co-funded/co-promoted) Joint Whitepaper Sales account mapping 			✓	✓
<ul style="list-style-type: none"> Case-Study Joint-demo video Video on Securonix YouTube channel 				✓
Partner Requirement	Connect	Silver	Gold	Strategic
<ul style="list-style-type: none"> Partner Assigned Alliance Resource Access to Partner HW/SW 	Contact As Needed	Contact As Needed	BD Mgr Required	Exec. Sponsor Required
<ul style="list-style-type: none"> Number of Joint Customers Number of Joint References per Year 	1 1	5 3	10+ 4	20+ 5
<ul style="list-style-type: none"> Number of Named Accounts Number of Key Market Segments 		1 1	3 2+	5 4+
<ul style="list-style-type: none"> Number of Common Channels 		1	2	4
Annual Marketing Commitment	\$0	\$6,500	\$10,000	\$25,000

SECURONIX

Marketing and Go-To-Market Activities

The Securonix Fusion Partner program provides partners with opportunities to promote their solutions to Securonix customers, prospects, and other partners. Fusion marketing opportunities span the entire marketing mix, including branding, awareness, lead generation, and customer marketing. Requirements for marketing investment and GTM activities vary by level of partnership, and deliverables must be agreed upon as a part of the go-to-market planning activity with each partner.

Marketing Support

Here is a sample list of marketing collateral that Securonix will help develop working with the technology partner. Deliverables will vary based on partner level.

- **Customer Presentation**
- **Sales Presentation**
- **Solution Brief**
- **Video-on-demand demo recording**
- **Whitepaper**
- **Case Study**
- **Go-To-Market Activities**

Here is a sample list of GTM activities that need to be planned ahead, actionable and measurable on both sides.

- **Share joint customer lists**
- **Joint Webinar to Customers (new and existing)**
- **Field and Channel Sales Training**
- **Participation in Events, User Conferences**
- **Analyst Endorsements**

Securonix Partner Education and Training

Securonix Global Education team provides efficient and effective learning options for all our Fusion partners. Securonix offers role-based curriculum to ensure that our partners have the right skills and knowledge to maximize their investment in Securonix solutions.

The course offerings provide significant knowledge and skills through on-demand learning, concerning product knowledge, in-depth functional and operational skills, understanding of implementation processes, etc. Furthermore, the courses are offered in various forms (web-based, computer based and self-paced training) to address the needs of geographically dispersed workforce, which allows people to access much of the material worldwide through an e-learning interface. A complete listing of the courses offerings and various formats are available at no charge is available through the our web site.

PARTNER WEB-PRESENCE

Partner Directory on Securonix.com

The Securonix Partner page on Securonix.com provides Fusion Partners with a venue to promote their company, promote their solutions, and highlight their relationship with Securonix. To help customers and prospects locate appropriate Securonix Partners, the directory allows partner to supply some specificity on their product and services, as well

SECURONIX

as have the ability to have their logo next to description. These partner logos will link to certain parts of the Fusion Partners own sites, as determined by the partner themselves. By keeping the page updated with current contact information and service offerings, partners can take advantage of the many visitors to the Securonix.com web site.

Securonix “OPEN” Community (2018)

Created as a means to further enable the Securonix ecosystem, OPEN is a unique social media site dedicated to helping users and partners further their knowledge and sharing in a collaborative environment. All Fusion Partners at all levels will be eligible to participate to this site as part of your membership package. Furthermore, each partner will be invited to become involved on various levels that correspond to their membership level. According to membership levels, marketing collaterals, webinars, and other partnership benefits will be displayed here.

[This community is for Securonix customers, partners, and employees to help each other:](#)

- **Share content, collaborate on best practices, and get feedback**
- **Ask and answer questions**
- **Network with each other**
- **Gain visibility on product roadmaps**

Securonix Security Thought Leadership Conference

Securonix’s Security Thought Leadership conference will be an annual two-day event starting in 2018 that will include our customers and security and compliance experts from around the globe.

Our first year’s conference will feature over break out sessions, along with hands-on immersion programs and we will be including partner exhibits, demos and customer showcases, highlighting key security, UEBA, compliance, and identity, data and application monitoring technologies.

Securonix offers tiered sponsorship opportunities for Fusion Partners, ranging from booth sponsorship to customized packages for the largest sponsors. Sponsorship packages may include branding opportunities, hospitality and entertainment programs, demonstration booths, and case study presentations. We will have more information regarding the event in Q1 2018.

Fusion Management Process

Securonix has defined processes for managing the full breadth of Fusion activities. This section highlights application and renewal processes and describes the basis for changes in the Fusion Partner program, including limits on the participation in and availability of partnership benefits.

Application Process

Companies considering a partnership with Securonix should review the Fusion Partner program Guide and complete an application form. Applicants need to fill out their application and send it to partners@Securonix.com. The Securonix Fusion Team will review a prospective partner's application and respond via email within 2-3 business days, with a confirmation of submission and propose any question Securonix may have. Within 30 business days the partner will be notified whether they have been accepted into the Securonix Fusion Partner program. Following full execution of the applicable contracts and satisfaction of application requirements (if any), the partner will be eligible to receive the corresponding benefits for its partner category and partner level.

Partnership will renew automatically for all partner in good standing, each party may end the partnership with a thirty (30) day notice.

Securonix sends renewal letters 60 days before expiration of a partnership. The letter provides instructions for partners to renew to avoid interruption of partner benefits.

SECURONIX

Partner Responsibilities

Securonix expects the Fusion partner to take ownership in the following areas, to enable the partnership to be successful and help revenue to grow for both companies.

- **Executive sponsor from partner required to sign partnership agreement**
- **Business development and marketing contacts required to maintain partnership on a continuous basis**
- **Based on Partner level, GTM activity planning needs to be done every quarter to 6 months, to measure results (e.g. revenue growth, number of joint customers, referrals, leads generated) from the partnership and make course correction**
- **Technical point-of-contact assigned for creation and on-going maintenance of the joint solution, connector.**

Securonix Program Responsibilities

Securonix will provide the Fusion partner the following support, to enable the partnership to be successful and help revenue to grow for both companies.

- **Provide access to the Securonix test, development and demonstration platform**
- **Assign business development and marketing contacts to maintain partnership on a continuous basis**
- **Based on partnership level host GTM activity planning sessions every quarter to 6 months, to measure results (e.g. revenue growth, number of joint customers, referrals, leads generated) from the partnership and make course correction**
- **Provide technical assistance to support the partner's effort for creation and on-going maintenance of the joint solution, connector.**

Limits on Participation and Availability of Benefits

Securonix created the Securonix Fusion Partner program to develop and support a robust ecosystem to support joint customers. To this end, Securonix may from time to time revise the Fusion Partner program and its associated requirements and benefits in response to changing market conditions or to incorporate best practices. This process of continually improving and updating the Fusion Partner program enables Securonix to better meet the needs and requirements of all partner categories and levels.

In connection with its administration and management of the Securonix Fusion Partner program, Securonix reserves the right to enroll partners at its discretion and to limit the participation and availability of all benefits, in whole or in part, to partners. Participation in all levels of the Securonix Fusion Partner program is by invitation and approval of Securonix.

Securonix may take corrective measures in situations where a partner:

- **Fails to meet the requirements for its current category. For example, a partner may be unable to provide logs in an acceptable format in the 6-month time period, or execute the obligatory marketing events.**
- **Breaches the Fusion contract or other Fusion Partner program policies. For example, a partner issues a press release without consent from Securonix or uses an unauthorized logo on a Web site.**
- **Violates Securonix intellectual property rights. For example, a partner may use the software for forbidden commercial purposes.**
- **To conduct itself in a manner consistent with the good name, goodwill, and reputation of Securonix. For example, a partner may consistently receive poor customer satisfaction scores for lack of support for the joint integration.**

* Corrective measures may include downgrading of the partner level, placing the partner on probation and suspending benefits for the duration of the probation, withholding an offer to renew the alliance, or terminating the alliance. Notwithstanding the foregoing, Securonix reserves all rights to any applicable legal or equitable remedies under the law and applicable contracts.

SECURONIX

ABOUT SECURONIX

Securonix is radically transforming all areas of data security with actionable security intelligence. Our purpose-built, advanced security analytics technology mines, enriches, analyzes, scores and visualizes customer data into actionable intelligence on the highest risk threats from within and outside their environment. Using signature-less anomaly detection techniques that track users, account and system behavior, Securonix is able to detect the most advanced insider threats, data security and fraud attacks automatically and accurately.

CONTACT SECURONIX

www.securonix.com

info@securonix.com | (310) 641-1000



SECURONIX
Security Analytics. Delivered.