



Partner Program

The Utimaco Partner Program targets Value Added Resellers and Value Added Distributors.

It has three main benefits for partners:

- It generates growth,
- it is easy to apply and
- it enables partners to be competent and visible in the market with Utimaco products and services.



Growth



Simplicity



Enablement

Three main building blocks: Growth, Simplicity and Enablement

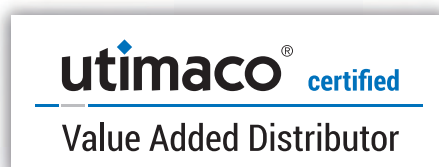
Utimaco Partner Program: Building business together

Purpose of the Utimaco Partner Program

The purpose of the Utimaco Partner Program is to help our partners grow. To build partner business, we:

- make products easy to sell, and
- attractive to buy for end-customers.

The Utimaco Partner Program is targeted towards the needs of Value Added Resellers (VARs) and Value Added Distributors (VADs). It defines 2 partner level for each type: the Certified Partner and the Certified Premier Partner.



If you would like to learn more about these and other partner levels, please contact us!

Utimaco Partner Program benefits

Growth



Clear go-to-market model

Our business model is simple: we do not compete with our partners for business. We are committed to their success.

Lead referral

To secure the growth of our business, we aim to increase the availability and visibility of our products and services in terms of regional coverage and use in different applications and verticals. As a consequence, we will refer end-customers to the appropriate partner according to the partner's regional scope and competencies, based on the end-customers' requirements. We also support our partners by co-visiting end-customers.

Let's grow together: Market insights, enabling innovation and regional growth

The HSM market is growing. Both for us and our partners it is important to gain or intensify market access and have attractive offerings for evolving market segments. We can align our views on growth opportunities, and how to address them, to facilitate mutual growth. We support partners by working together on pilots to address and evaluate new potential opportunities.

If you require our support to realize a business opportunity you see, please contact your local Utimaco sales office.

Investments in product portfolio & certification

Utimaco is investing in an extension of our product portfolio:

- a PCI HSM certified Payment HSM,
- HSM as a Service offerings for Cloud
- CryptoScript – a Lua-based Software Development Kit

Simplicity



In order to be as simple, and as impactful, as possible, one important building block of the Utimaco Partner Program is our pricing scheme.

Simple pricing scheme for our products & services

Products: Our approach to pricing is simple: we sell Hardware Security Modules by the unit. Pricing depends on performance and security level. Every product comes with standard APIs and all standard cryptographic algorithms, including ECC / ECDSA. There are no business-enforced limitations on the number of keys, slots, server connections or applications that can be run on or extracted from our products – up to performance limits – and there are no license costs for the use of our firmware modules.


Services: Maintenance can be bought per unit, for each HSM. This gives you access to support, bug fixes, security advisories, new releases, including new features and new cryptographic mechanisms as well as hardware repair.

No hidden cost

There are no complicated license agreements, no pay per slot or key models and no hidden small print that apply to the HSM. Giving quotations to end-customers is easy for partners. Total cost of ownership is one of the main benefits for end-customers (and partners) when working with Utimaco.


Fully functional, free-of-charge simulator

Start your own software HSM project today by downloading the fully functional Utimaco HSM software simulator. The simulator package comes with a 100 % functional HSM runtime including all administration and configuration tools. You will also find a comprehensive library of integration and how-to guides.



Ready to take off?
Download our HSM simulator!

Register for free via
<https://hsm.utimaco.com/downloads/utimaco-portal/hsm-simulator>



Enablement



Accessible training

For Utimaco partners, both online and on-premises training is available. As part of the Utimaco Academy, topics as diverse as market trends, HSM applications, case studies, and product release information will be provided. Training is aimed at both commercial and technical audiences.



Joint marketing activities for a better visibility in the market

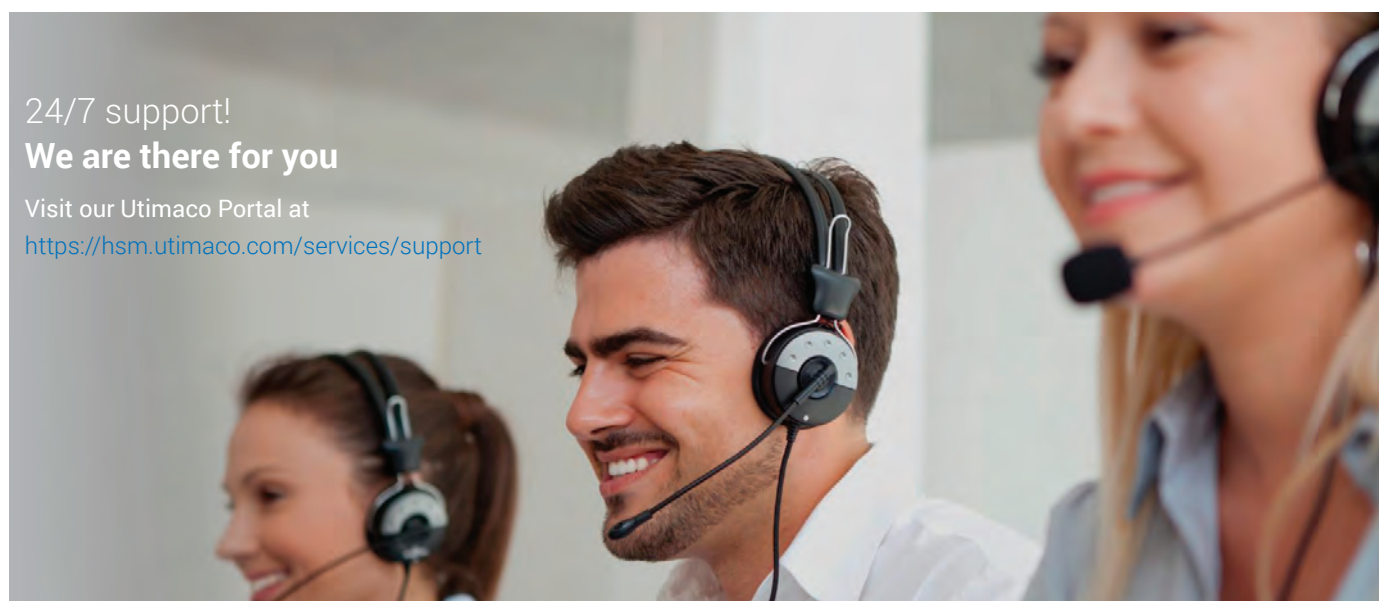
To create a maximum of market pull, let's join forces to attract end-customers. To do so, we can

- co-exhibit at each other's booths at selected trade fairs and events
- gain visibility with joint case studies via social media, PR, mailings and webinars
- use the Utimaco communication package and co-branding guidelines for simplicity and consistency

Support & Utimaco Portal

Our services are designed to support the success of our partners. Our technical pre- and post-sales teams are available to support our product and service offering. Maintenance should be bought with any of our products and will give you access to our post-sales support as well as to the Utimaco knowledge base. Our services team strives for excellence. Utimaco's goal is to complement, strengthen and support the services provided by our partners.

Via the support team and our Utimaco Portal, you get access to our support services.



24/7 support!
We are there for you

Visit our Utimaco Portal at

<https://hsm.utimaco.com/services/support>

Join the Utimaco Partner Program today!

We invite you to join our Partner Program today. If you believe that your business can benefit from working with Utimaco as a Value Added Distributor or Value Added Reseller, we would love to hear from you!

<https://hsm.utimaco.com/partners/partner-program>

Please contact your local Utimaco sales office, so we can explore the benefits and synergies of working together.

Status: December 2017

Contact

hsm@utimaco.com
hsm.utimaco.com

EMEA

Utimaco IS GmbH – Headquarters
Germanusstraße 4
52080 Aachen, Germany
Phone +49 241 1696 200

Americas

Utimaco Inc.
910 E Hamilton Ave., Suite 150
Campbell, CA 95008, USA
Phone +1 844 UTIMACO

APAC

Utimaco IS GmbH – Office APAC
One Raffles Quay, North Tower, Level 25
Singapore 048583
Phone +65 6622 5347