

CloudView Channel Program Guide



True Cloud Infrastructure Security

RedLock enables organizations to accelerate digital transformation by managing security and compliance risks within their public cloud infrastructure. For the first time, security teams can see a true picture of their risks over the entire cloud infrastructure, across multiple public clouds, and down to every component within them - all in a single view. The RedLock Cloud 360 platform enables automated monitoring, anomaly detection, cloud forensics, adaptive response, and compliance reporting.

The RedLock Cloud 360 platform can be implemented in minutes by connecting to public cloud environments via 50+ APIs, without requiring any agents or proxies. With RedLock, security and DevOps teams can confidently move together at the speed of business.

Why Partner with RedLock

At RedLock, we believe that strong, long-term relationships with our channel partners are fundamental to the mutual success of our customers, partners and us. As a result, we are committed to driving all of our sales through the channel.

With rich margins, streamlined enablement and turnkey marketing programs, partners enjoy rich rewards that provide an outstanding return on their investment.

RedLock partners enjoy the following benefits:

- **Accelerated Sales Cycles**
RedLock is a 100% cloud-based service that can be deployed in any customer environment within minutes. The value of the product is demonstrable within hours of deployment, which accelerates the POC and procurement processes. Your teams are no longer required to spend time supporting architecture reviews, or performing complex hardware/software configurations.
- **Rich Rewards and Recognition**
With worldwide spending on public cloud infrastructure hardware and software growing from \$38 billion in 2016 to an estimated \$173 billion in 2026, RedLock offers you the chance to increase revenue with attractive discounts of upto 20% on net-price, and a recurring revenue model from ongoing license renewals and growth business from your customers as their cloud adoption grows.
- **Best in Class Collaboration and Deal Protection**
With a commitment to drive all deals through the channel, a channel-neutral sales compensation plan, and a well-defined deal registration process, RedLock enables you to focus on growing your business without fear of channel conflict. Furthermore, we ensure partners can demonstrate maximum value to customers through early deal introductions and collaboration through the entire sales cycles, as opposed to just a fulfillment role.
- **Visionary Product**
Global brands across a variety of verticals trust RedLock to secure their public cloud infrastructure including several Fortune 500 corporations. In addition, RedLock was a finalist amongst hundreds of startups for the coveted title of Most Innovative Startup at RSA 2017 in San Francisco. RedLock's technically unrivalled platform, together with comprehensive marketing and sales tools, gives you the competitive edge to ensure successful selling.

Program Details

RedLock has tailored the CloudView Partner Program, its benefits and requirements to suit comprehensive business needs. Success is achieved through a demonstrated, firm commitment to customer satisfaction, competency and revenue growth as well as a dedicated sales and certified technical team. CloudView Partners receive the highest level of privileges and rewards, working closely with RedLock for mutual long-term growth and business success.

Sales Benefits	CloudView Partner Program
New license subscription discount	10%
Deal registration discount	10%
Renewals discount	10% (+5% with deal reg)
NFR demo license	✓
Marketing Benefits	CloudView Partner Program
Joint press releases	✓
Website promotion	✓
Joint webinars	✓
Joint lead generation programs	✓
Program Eligibility Requirements	CloudView Partner Program
Signed partner agreement	✓
Annual revenue requirements (POs fulfilled)	\$500,000
Certified sales professionals	2
Certified technical pre-sales professionals	1
Account planning and review	1 per quarter
Marketing planning and review	1 per quarter

RedLock Partner Program Checklist

One of the keys to a successful partnership together is to have a well-defined and documented plan. During the first 90-days, RedLock will be working with you to achieve milestones outlined in the checklist below. Consider these steps as a way to help you attain the most out of your membership in the RedLock Partner Program.

30-Day Checklist

- Obtain partner program overview
- Meet all of your RedLock contacts
- Sign the Partner Program contract
- Develop RedLock business plan to agree upon revenue and account penetration goals
- Identify one or more Sales Representatives to become Certified
- Identify one or more Systems Engineer to become Certified
- Complete product overview session (lunch and learn)
- Complete demo training

60-Day Checklist

- Status check on business plan and revenue goals
- Establish quarterly reviews
- Marketing items review and next quarter events
- Set mutually agreeable, qtrly goals for account penetration and revenue

90-Day Checklist

- Conduct Quarterly Business Review (within first 10 days of new quarter)