



JASK Answers Partner Program- Overview

		Associate	Gold Reseller	Platinum Reseller
Phase 1	Discounts	15%	10%	15%
	<ul style="list-style-type: none"> SP List Price Discount Additional Deal Registration Discount 		15%	20%
	Total Available Discount		25%	35%
	Protected Deal Registration		Yes	Yes
	90-day exclusive sales support with registration		Yes	Yes
	Minimum Revenue Goal		Yes- \$500,000 Annually	Yes- \$1,000,000 Annually
	Subscription Renewal Protection		Yes	Yes
	Access to Co-Branded Marketing Collateral	Yes	Yes	Yes
	Qualified Sales Leads			Yes
	Access to Sales/Pre-Sales Support	Yes	Yes	Yes
	Proposal Based MDF		Yes	Yes
	Ability to participate in JASK sponsored trade shows*			Yes
	Promotions and Incentives Program- (Spiff)	Yes	Yes	Yes
	Licenses for Partner Lab Environment	Yes(?)	Yes	Yes
Phase 2- 2018	Dedicated Partner Portal		Yes	Yes
	Business Planning & Review		Annual	Quarterly
	Sales & Technical Training	Yes- (Web Only)	Yes	Yes
	<ul style="list-style-type: none"> Sales Certifications Required(?) SE Certifications Required 		<ul style="list-style-type: none"> 1 1 	<ul style="list-style-type: none"> 2 2
	Telemarketing Support- Outbound calling campaigns		Yes	Yes
	Quarterly Partner Newsletter		Yes	Yes
	Roadmap Briefing			Yes
	Dedicated Channel Manager Support		Yes	Yes

* Some participation may require financial contribution from the partner.



When you join the JASK partner program, you enter into a mutually beneficial relationship by driving margin-rich revenues. By aligning business and technology goals, we:

- **Provide a proven, cutting edge data security product solution-**
- **Maximize profitability by increasing sales and growth-** Our partner program allows you to deliver a next generation product while building new product and service based revenue streams.
- **Make it easy to do business with JASK-** Streamlined processes allowing you to spend more time on your business and less time on red tape.
- **Deliver superior sales, marketing, training, and support-** Whether it's deal registration, sales support, marketing campaigns & events, training, or technical support, Spirion is committed to your success, and thus our success.

What we are looking for in a partner:

- Currently selling security products and services
- Focus on key verticals- (retail, financial services, healthcare, etc.)
- Professional sales and technical staff
- Highly ethical with a great reputation industry wide
- Current certifications from other security vendors highly desired
- Company financial stability

Partner Responsibilities:

- Partners will allow access for sales and technical training. Partner will also achieve required certifications according to partner level within a reasonable time period.
- Partners will participate in Business Planning & Review based on partner level.
- Partners agree to participate in periodic JASK surveys.
- Partners agree to abide by JASK Rules of Engagement.
- Partner will install JASK in a lab environment.

Rules of Engagement:

- Partners will register all partner driven opportunities via the JASK Deal Registration process to achieve maximum discounts
- Partners must be willing to work jointly with JASK on outbound Marketing efforts.
- Partner must inform JASK, typically the Regional Sales Director, of any active JASK sales engagement.