

Virtru Velocity Program Overview

Traditional data protection solutions are difficult for organizations to deploy and use. As a result, data sharing and collaboration within and across organizations remains siloed out of fear of data misuse, abuse, and theft. This hampers business productivity and innovation and frustrates the IT, security, and compliance teams responsible for data protection and privacy.

At Virtru, we understand that data is an organization's most valuable asset and sharing it is critical for business success. But sharing data creates significant risk. We believe no one should have to choose between protecting data and sharing it.

Virtru helps more than 5,000 organizations of all sizes and industries worldwide protect and share their data both internally and externally. To more comprehensively address increasing concerns about compliance,

end-user privacy, and cloud access control, we rely on partnerships. Going to market with established partners is key to our business strategy. Through your deep technical expertise, strong customer relationships, and complementary products, solutions, and services, we can give our mutual customers the freedom to innovate and better fulfill their mission by unlocking the power of privacy. Help us grow, and grow with us.

The Virtru Velocity Partner Program follows a two-tier, value-based structure, in which partners sell to end-users. Partners have the option to buy Virtru products and services from Distributors, who then purchase from Virtru. With comprehensive training on our products, full support from our team, and a variety of resources in the Partner Portal, we'll arm you with all the tools for success.

Program Benefits

Elite and Premier partners receive benefits that reward and recognize their commitment to selling Virtru products and services now and in the future.

- **Value-Based Discount Benefits.** Virtru offers discounts on product and services fees available through its authorized resellers and distributors in consideration of their commitments to Virtru and the predictable delivery of incremental business within their territories. These include deal registration, deal protection, and additional discounts off list price.
- **Sales Enablement.** All Elite and Premier partners have access to the Virtru Channel Management team. This team, in conjunction with its resellers and distributors, will work with you to support joint business planning, sales opportunity sharing, sales assistance via the Virtru direct sales team, Partner Portal access, and access to Virtru evaluation software licenses.
- **Marketing.** As a partner, you have access to the Partner Portal for sales and marketing support materials, competitive information, and sales tools that can help you win deals. Elite partners will also participate in joint marketing planning sessions.
- **Training and Certification.** Virtru provides complementary product and solution education to ensure our sales team can recognize and develop new business opportunities and support strategic initiatives. Partners and Distributors must successfully pass these courses to attain accreditation and satisfy the staffing requirements of the program.

Program Benefits Summary

	Elite	Premier
Value-Based Discounting	•	•
Deal Registration	•	•
Joint Business Planning with Virtru	•	
Joint Marketing Planning with Virtru	•	
Lead Generation & Account Development	•	
Promotion on Virtru Website	•	•
Virtru and Partner Program Logo Usage	•	•
Sales Professional Accreditation	•	•
Systems Engineer Certification	•	•
PS Consultant Certification	•	•
Technical Support Engineer (Virtru)	•	

Program Details and Structure

The Virtru Velocity Partner Program consists of two general types of partners, Value-Added Resellers (VARs) and Value-Added Distributors (VADs), each with a specific role.

Resellers and distributors are critical to expanding market access and penetration. They can supply Virtru's products to VARs and, more importantly, may extend flexible commercial terms, transact business in local language and currency, and offer sales, industry, and technical training to VARs.

Resellers, of which there are two tiers, are differentiated by financial and technical competency requirements. Both tiers are capable of positioning Virtru products and providing informed guidance to customers that result in sales.

"We designed the Velocity Partner Program to make it easier for partners around the globe to offer our solutions to customers who want an easy-to-use, persistent data protection solution that allows them to collaborate with confidence, maintain compliance, and get the job done."

—Paul DiBello, vice president of business development at Virtru

Elite Partners

Elite partners are supported by a dedicated Channel Marketing Manager and are offered the highest level of benefits, including business development through opportunity and lead generation planning, deal management and protection, incentive programs, training, and access to marketing tools. Elite partners are required to commit to training and must meet the minimum annual billing requirements.

Premier Partners

Premier partners receive many benefits, including access to the Channel Sales Management team, incentive programs, and training. Premier partners must meet a minimum annual billing threshold and training requirements.

Fulfillment Partners

In addition, fulfillment partners are recognized as partners who may provide a single sales opportunity to Virtru without being required to develop their knowledge and resources. Fulfillment partners are required to process any business activities through a designated Distributor. Fulfillment partners do not receive the benefits associated with the partner program.

Program Requirements Summary

	Elite	Premier	Fulfillment
Partner Agreement	•	•	
Joint Business Planning	•	•	
Joint Marketing Planning	•		
Minimum Number of Accredited Sales Professionals	2	1	
Minimum Number of Certified SE's	2	1	
Minimum Number of Certified Professional Services Consultants	1		
Branch Office within Country	•	•	

Become a Partner

Join the Virtru Velocity Partner Program today and discover how we can help each other extend our businesses, profitability and success.

Contact us at virtru.com/partners.



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