

PKWARE Partner Program

Expanding Opportunities,
Satisfying Customers



Why Partner with PKWARE?

Founded in 1986, PKWARE is the premier software vendor in the data-centric security and privacy market that is uniquely positioned to provide world-class data discovery, protection, and monitoring capabilities on structured and unstructured sensitive data. PKWARE has experienced explosive growth over the last four years as compliance with recent data privacy and security laws like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), as well as longstanding mandates such as the Payment Card Industry Data Security Standard (PCI DSS) and the Health Insurance Portability and Accountability Act (HIPAA), have become important boardroom topics.

PKWARE customers include some of the most recognizable brands in the world across healthcare, technology, financial services, education, and government. A PKWARE partnership is a differentiator for your company and provides the perfect platform to assist with gaining access to new accounts or rapidly growing existing customer accounts.

As a partner-centric company, PKWARE is committed to growing together to make this a mutually beneficial and profitable relationship. The PKWARE partnership program includes benefits for technology, systems integrator, VAR, and distributor partners. As you consider a partnership with PKWARE, there are three topics to discuss that will help you decide if a partnership with PKWARE is the right move:

- **Technology and Use Cases**
- **Partnership Rewards**
- **Training and Certification**



Partnerships are key to our customers' success, and we are committed to going above and beyond to help train and grow sales for each partner, so it's a win-win relationship for everyone.



JT Sison
SVP of Global
Partnerships
PKWARE

Technology and Use Cases

With PKWARE, you are partnering to offer a data discovery and protection solution that has the broadest coverage and scalability in the industry. The PK Protect suite has been built to scan as little as a few terabytes, yet can scale to hundreds of petabytes. With installation taking less than an hour, PKWARE has an extremely quick time to value for users.

As we go to market together, PKWARE has four common technology use cases that many of our current customers and prospects employ. PKWARE is by no means limited to these use cases; these are simply proven paths to success with the highest win rates.



Analytics

Scan datasets for PII, and then anonymize or monitor the data for safe analytics, even in multi-tenant environments.



Cloud Migration

Scan all environments before, during, and after moving data to the cloud to determine sensitive elements, access controls, and breach risks.



Test/Dev

Give developers anonymized but semantically equivalent datasets that can be used for application testing and quality control.



Privacy Compliance

Automate privacy operations with identity-based scanning, risk profiling, DSAR fulfillment, and other reporting to meet requirements and obligations.

Partnership Rewards

PKWARE offers three different partner tiers that directly tie partner metrics to partner rewards. The rewards include better pricing, strategic alignment, and market development funds (MDF) but require more commitment from the partner.

Each partner has the ability to choose their partner tier and will be managed to that level of commitment and metrics. If a partner outperforms their metrics, they will automatically be eligible to upgrade to the next tier.

Partner Tier Levels

- **Premier:** Premier status is our basic partnership tier and requires a commitment of \$150,000 in revenue and one trained pre-sales engineer. The licensing discount is 10 percent and includes access to the partner demo environment.
- **Platinum:** This tier requires a \$500,000 revenue commitment with ten registered deals and three people trained. The benefits are increased margin of 18 percent, jointly branded collateral, and roadmap discussions.
- **Elite:** This tier requires a \$500,000 revenue commitment with registered deals and three people trained. The benefits include increased margin of 25 percent, jointly branded collateral, and roadmap discussions.

	Premier	Platinum	Elite
Requirements			
Revenue Quota	\$150,000	\$500,000	\$500,000
Opportunity Quota		10	20
Trained Engineers	1	3	4
Certified Engineers	1	3	6
Benefits			
License Discount	10%	18%	25%
Partner Demo Environment	■	■	■
PKWARE Certification	■	■	■
Trial Software/Downloads	■	■	■
Jointly Branded Collateral		■	■
Roadmap Discussions		■	■
Partner Advisory Board		■	■
MDF Funds			■
Support SLA	24 Hours	4 Hours	2 Hours

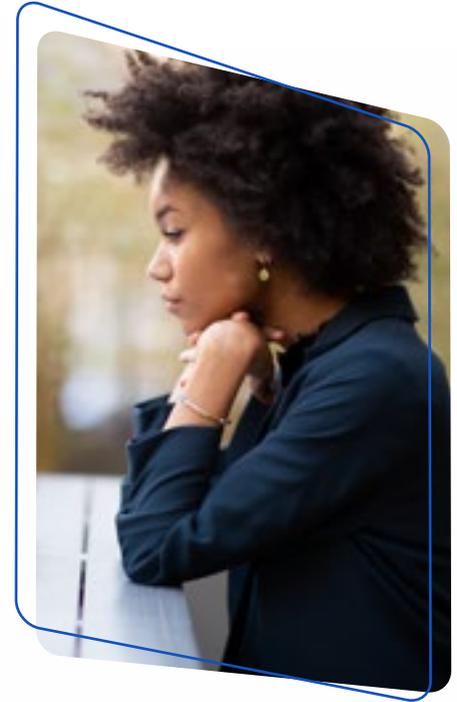
Training and Certification

PKWARE offers certified sales training and professional services training for all partners. Below are the details of the training courses that can be taken to obtain PKWARE certifications.

Sales Training

The PKWARE Sales Certification prepares the partner's sales representatives with basic knowledge of markets, competition, and product technology. This is led by a qualified trainer and sales engineer. It is split into three modules of about 20–30 minutes each. At the end of the three modules, a short online quiz must be completed and passed in order to obtain PKWARE certification.

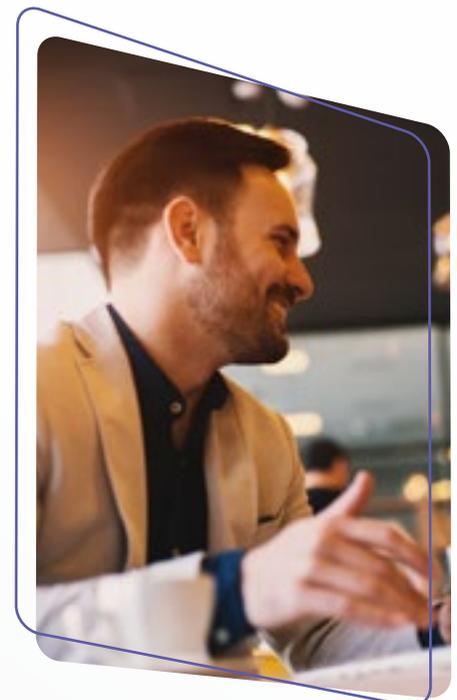
- **Session 1: Market Positioning/Value Prop**
- **Session 2: PKWARE Products and Technology**
- **Session 3: Competitors and Differentiators**



Pre-Sales Engineer Training

The PKWARE Pre-Sales Certification prepares the partner's pre-sales representatives with basic working knowledge of our products' features and benefits, market differentiators, competition, and live demo knowledge. This is led by a qualified trainer and sales engineer. It is split into four modules of about 30 minutes each. At the end of the four modules, a short quiz must be completed and passed in order to obtain PKWARE certification.

- **Session 1: PKWARE Technical Overview**
- **Session 2: PK Discovery Features and Demo**
- **Session 3: PK Encryption and PK Masking Market Differentiators**
- **Session 4: Monitoring Features and Market Differentiators**



Professional Services Certifications

PKWARE offers a three-level certification process for all who would like to be PKWARE-certified.

- Certification: Level 1** - A two-day PKWARE certification course with our certified trainer. At the end of the two days, the participants must successfully install, run, and report on sample sets of data. This will provide the individual an official certification to work with PKWARE to provide professional services to clients.

Professional Services Certification Level 1: Agenda						
DAY 1	PKWARE Overview	Policy Definition	Discovery Overview	Lab Demo Discovery	Masking Overview	Privacy Overview
	15 minutes	45 minutes	60 minutes	60 minutes	60 minutes	60 minutes
DAY 2	Lab Demo Masking	Reports & Dashboards	Automation Overview	Questions & Answers		
	60 minutes	60 minutes	45 minutes	75 minutes		

- Certification: Level 2** - PKWARE believes that hands-on training is better than classroom training and you need to get your team exposed to real life examples and problem solving. Level two is shadowing our customer success team for two engagements to learn how to install, troubleshoot, and wrap up a successful post sales engagement.

- Certification: Level 3** - After training with our team, we want to take the training wheels off and let you run your own implementation with the customer success team shadowing you. Upon completion, you will be eligible to receive pre- and post-sales

How to Become a Partner

Thank you for considering PKWARE as a strategic partner. If you would like to apply or receive further information, please visit pkware.com or click on the below links.

About PKWARE

PKWARE offers the only data discovery and protection solution that locates and secures sensitive data to minimize organizational risks and costs, regardless of device or environment. Our ultra-efficient, scalable software is simple to use on a broad range of data types and repositories, enabling precise, automated visibility and control of personal data, even in the fastest-moving, most complex IT environments. With more than 1,200 customers, including many of the world's largest financial institutions, retailers, healthcare organizations, and government agencies, PKWARE continues to innovate as an award-winning global leader in data discovery, security, and compliance. To learn more, visit PKWARE.com.



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