

Selvartix Partner Network

Program Guide

For resellers, systems integrators and managed service providers

Contents

1. Welcome	3
2. Joining the program	5
3. Tiers	6
4. Benefits by tier	7
5. Discounts	9
6. Specializations	9
7. Training and certification	9
8. Deal registration	10
9. Renewals	11
10. Marketing development funds	11
11. Rebates and payouts	12
12. Using the Selvartix brand	13
13. Changes and termination	13
Appendix A: Partner Code of Conduct acknowledgment	14
Appendix B: Proof of performance	15
Frequently asked questions	16
Contacts	17

1. Welcome

The Selvartix Partner Network is Selvartix's program for the resellers, systems integrators and managed service providers who sell, install and run Selvartix for their customers in North America and EMEA. Every Selvartix sale goes through a partner, so this guide sets out what partners can expect from Selvartix and what Selvartix expects in return.

Selvartix Identity, Selvartix Endpoint and Selvartix Console are all sold through the program. Harbor & Vale Partners runs the program day to day on Selvartix's behalf, from onboarding through to rebate statements.

Partners manage deal registrations, MDF requests, certifications and rebate statements in the partner portal at partners.selvartix.example. Your partner manager, or partners@selvartix.example, can answer anything this guide doesn't.

Selvartix reserves the right to interpret, change or end any part of the program at its sole discretion.

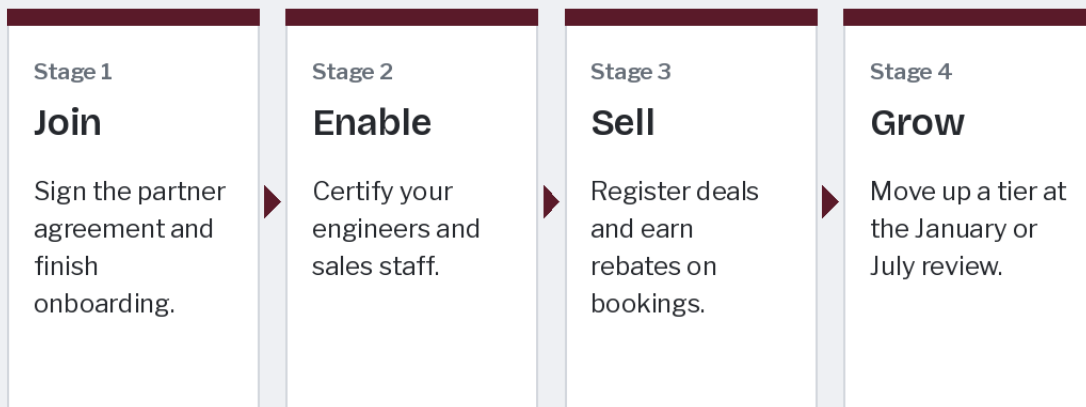
Who this guide is for

This guide is for partners who have signed the Selvartix Partner Network agreement. If anything in it conflicts with your agreement, the agreement applies. Partners who resell monthly subscriptions through Selvartix Cloud Resell have their own terms and don't use this guide.

How the program works

Most partners join as Registered partners and move up as their Selvartix business grows. The picture below shows the four stages; the sections that follow cover each one.

Your path through the Selvartix Partner Network



Tier reviews happen twice a year. Benefits grow with each tier.

2. Joining the program

Resellers, systems integrators and managed service providers that sell or support security products for customers in North America or EMEA can apply. Every partner joins at the Registered tier.

Steps to join

1. Apply in the partner portal with your company details and the regions you sell in.
2. Sign the Selvartix Partner Network agreement and the Partner Code of Conduct acknowledgment in Appendix A.
3. Join an onboarding call, where your partner team sets up portal accounts for your staff.
4. Have your sales staff complete the onboarding course in the partner portal.

Once these steps are done, the partner is a Registered partner and can register deals straight away.

Your primary contact

Each partner names one primary contact for the program. Program notices, rebate statements and tier review results go to that person, and partners can change their primary contact in the partner portal at any point.

3. Tiers

The Selvartix Partner Network has four tiers. From lowest to highest, they are Registered, Silver, Gold and Platinum.

Each tier above Registered has two requirements: qualified revenue and certified staff. A partner must meet both to hold the tier. The requirements for each tier are:

Tier	Qualified revenue	Certified staff
Registered	None	None
Silver	\$250,000	2
Gold	\$1,000,000	4
Platinum	\$3,000,000	8

Reviews

Selvartix reviews every partner's tier twice a year, in January and July. Performance is measured over the trailing 12 months.

A partner that meets the requirements for a higher tier moves up at the review. A partner that falls short keeps its tier until the next review, and moves down then if it still falls short.

Certified staff

Staff count toward the requirement once they pass a Selvartix certification exam and the certification shows in the partner portal. Each person counts once, however many certifications they hold.

4. Benefits by tier

The table shows what partners at each tier receive. Rebate and MDF rates are a share of eligible bookings, which Section 10 explains.

		Registered	Silver	Gold	Platinum
Sell	Deal registration Register new opportunities in the partner portal and get protection once Selvartix approves them.	✓	✓	✓	✓
	Front-end discount A discount off list price on every Selvartix order, set by tier and product.	✓	✓	✓	✓
	Quarterly rebate A rebate on eligible bookings, paid each quarter.		8%	12%	15%
	Not-for-resale licenses Selvartix Identity and Endpoint licenses for the partner's own staff and demos.		✓	✓	✓
	Demo tenant A hosted Selvartix tenant for customer demos, reset on request.		✓	✓	✓
	Pre-sales engineering Help from a Selvartix sales engineer on large or complex opportunities.			✓	✓
	Joint account planning Quarterly planning with Selvartix's regional sales team for named accounts.				✓
Market	MDF accrual Marketing development funds accrued on eligible bookings.		2%	2%	2%
	Campaign kits Ready-made, co-branded email, web and event campaigns for each product.	✓	✓	✓	✓
	Tier logo Use of the Selvartix Partner Network logo for the partner's tier.	✓	✓	✓	✓
	Partner finder listing A listing in Selvartix's partner finder, by region and specialization.		✓	✓	✓
	Joint case studies A customer case study written and promoted with Selvartix.			✓	✓

Market	Event sponsorship Selvartix speakers and sponsorship for partner-run customer events.				✓
	Partner portal Registrations, MDF requests, certifications and rebate statements in one place.	✓	✓	✓	✓
Support	Partner manager A named partner manager. Registered and Silver partners work with a regional team.			✓	✓
	Partner technical support A support line for partner engineers, staffed around the clock on weekdays.	✓	✓	✓	✓
	Escalation path Direct escalation to Selvartix support managers for customer issues.			✓	✓
	Certification exams Selvartix certification exams at no charge for the partner's staff.	✓	✓	✓	✓
	Instructor-led training Live courses for partner engineers on deployment and troubleshooting.		✓	✓	✓
	Specializations Eligibility to earn the Identity and Endpoint specializations.		✓	✓	✓
Grow	Early access New products and features before general release.			✓	✓
	Business reviews Quarterly business reviews with Selvartix's channel team.			✓	✓
	Executive sponsor A Selvartix executive assigned to the partnership.				✓
	Partner advisory council A seat on the council that reviews program changes each year.				✓

Partners keep every benefit of their tier until a review moves them to another tier.

5. Discounts

Partners buy Selvartix at a discount off list price. The discount depends on the partner's tier and on the product.

For current discount levels, see the current price list on the partner portal.

Discounts apply to orders placed through the Selvartix Partner Network. Orders through Selvartix Cloud Resell follow that program's terms.

6. Specializations

Specializations show customers that a partner has deep skills in one Selvartix product. There are two: Identity and Endpoint. Silver, Gold and Platinum partners can earn them.

Requirements for each specialization are available on the partner portal at partners.selvartix.example/specializations.

Specialized partners are listed first in Selvartix's partner finder for that product.

7. Training and certification

Selvartix offers courses and certification exams for partner sales staff and engineers. Courses in the partner portal are free, and so are the exams.

Certifications

- Selvartix Certified Sales Associate, for sales staff.
- Selvartix Certified Identity Engineer, for engineers who deploy Selvartix Identity.
- Selvartix Certified Endpoint Engineer, for engineers who deploy Selvartix Endpoint.
- Selvartix Certified Console Administrator, for MSP staff who run customer tenants in Selvartix Console.

Exams are taken online, with a remote proctor. Results show in the partner portal as soon as the exam is marked, and certified staff count toward tier requirements from then on.

The Identity and Endpoint specializations in Section 6 build on the engineer certifications.

8. Deal registration

Deal registration protects the partner who finds and works an opportunity. Partners at every tier can register deals in the partner portal.

Which deals can be registered

Partners can register deals with customers that don't use Selvartix yet, and deals that add a new Selvartix product for an existing customer. Renewals can't be registered; Section 9 covers them.

There is no minimum deal size.

Approval and protection

Selvartix approves or rejects each registration within 2 business days of submission. Approved registrations are protected for 90 days.

Protection can be extended once, by 30 days, provided that the partner asks for the extension before protection ends.

When two partners register the same deal

If more than one partner registers the same opportunity, the registration Selvartix approves first takes priority, unless another partner already holds an approved registration for a related opportunity, except where Selvartix decides the two opportunities are separate.

Selvartix tells each partner the outcome in the partner portal.

9. Renewals

The partner on the original deal owns the renewal of that subscription.

Selvartix protects the renewal for that partner from 120 calendar days before the renewal date. During that time, Selvartix won't accept a registration or quote for the same renewal from another partner.

Expansion during the subscription, such as added users or a second product, counts toward the renewal owner's eligible bookings.

10. Marketing development funds

Silver, Gold and Platinum partners accrue marketing development funds (MDF) at 2% of eligible bookings*.

Eligible bookings are new and expansion subscription bookings the partner sold, net of returns. The same bookings earn rebates, as Section 11 explains.

What MDF can pay for

Eligible activities include events, webinars, digital campaigns, co-branded content, sales training, etc.

Claims

Submit claims with proof of performance within 45 days.

Proof of performance is described in Appendix B.

* Activities must be approved in the partner portal before they run.

11. Rebates and payouts

Silver, Gold and Platinum partners earn a rebate on eligible bookings each quarter. The rates are in the benefits table in Section 4.

Rebates are paid quarterly, 60 calendar days after the end of each fiscal quarter. Partners in North America are paid in USD, and partners in EMEA in EUR.

Clawback

If a booking is reversed or a registration turns out to be inaccurate, Selvartix may recover rebates already paid as appropriate, at its sole discretion.

Rebate payments below \$500 (€500 for EMEA partners) roll over to the next quarter.

12. Using the Selvartix brand

Partners can use the Selvartix Partner Network logo for their tier on their website, proposals and event materials. Logo files and the full brand rules are in the partner portal.

- Use the logo for your current tier only.
- Don't change the logo's colors or proportions, or combine it with your own logo.
- Don't suggest that Selvartix endorses a product or service it doesn't.
- Stop using the logo if you leave the program.

The co-branded campaign kits in the partner portal already follow these rules, so partners can use them as they are.

13. Changes and termination

Changes to the program

Selvartix gives partners 30 calendar days' notice before changing the program, by email and in the partner portal.

Deals registered before a change keep their terms until their protection ends. A partner's tier holds until the next review.

Termination

Partners must follow anti-corruption law, export controls and/or data-handling requirements, and the Partner Code of Conduct in Appendix A.

If a partner breaches these obligations, Selvartix will give written notice, and the partner will then have 30 to cure. A breach of anti-corruption law ends membership immediately, with no time to cure.

Appendix A

Partner Code of Conduct: acknowledgment

Every Selvartix Partner Network member signs this acknowledgment when it joins the program and again whenever Selvartix asks. A signed copy is kept by the partner and by Selvartix.

By signing, the partner confirms that it and its staff will:

- follow anti-corruption law, and never offer or accept anything of value to win business;
- follow export control and sanctions law for every sale and shipment;
- handle customer data only as the customer allows and the law requires;
- describe Selvartix products and its own certifications truthfully;
- tell Selvartix promptly about any breach of this code.

The partner understands that a breach can end its membership of the program.

Partner company

Name

Title

Signature



Date

Appendix B: Proof of performance

Include the following with every MDF claim, as one PDF or a set of images uploaded to the claim in the partner portal.

Proof of performance for every claim: the invoice for the activity; evidence that it ran, such as an attendee list, screenshots or photos; and the list of leads it produced.

Selvartix reviews each claim and replies in the partner portal.

Frequently asked questions

Who can register a deal?

Partners at every tier, including Registered partners.

Is there a minimum deal size for registration?

No.

How long do I have to submit an MDF claim?

Submit MDF claims within 30 days of the activity.

When will I get my rebate?

Rebates are paid in a timely manner after each quarter closes.

Can I extend deal protection more than once?

No. Protection can be extended once.

When do tier changes happen?

At the reviews in January and July.

Can MDF pay for sales training?

Yes, for the partner's own staff.

Where do I find the price list?

In the partner portal, under Pricing.

What happens to a registered deal if the program changes?

It keeps its terms until its protection ends.

Does Selvartix Cloud Resell use this guide?

No. Cloud Resell has its own terms, which Selvartix shares with Cloud Resell partners directly.

Who do I contact with questions?

Your partner manager, or partners@selvartix.example.

Contacts

Your partner manager is your first contact. For anything else, write to the team below.

Program questions	partners@selvartix.example
Deal registration desk	dealreg@selvartix.example
MDF requests and claims	mdf@selvartix.example
Rebates and payments	rebates@selvartix.example
Certification and training	training@selvartix.example
Partner technical support	partnersupport@selvartix.example