REVERSINGLABS

Partner Program Guide

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Be the software supply chain security solution for your client's DevOps and SOC teams

Business benefits of the ReversingLabs Titanium Platform to the SOC

· REDUCE BUSINESS RISK
from the software supply chain, email, cloud and other malware attacks.

· IMPROVE SOC EFFICIENCY
with deep visibility into malware and its behaviors to enabling faster and more accurate decisions that reduce response time (MTTD and MTTR).

· PROACTIVELY PROTECT AGAINST EMERGING THREATS
with the largest commercial file reputation and intelligence repository that provinces visibility into new malware "in the wild".

· ENHANCE THE DETECTION CAPABILITIES
of your other tools by applying metadata, indicators and behaviors extracted by the Titanium platform.

Business benefits of the ReversingLabs SSCS - Software Supply Chain Security

· PROTECT CUSTOMERS AND USERS
from software supply chain attacks, malware, and more.

· ENHANCE APPLICATION SECURITY PROGRAMS
with visibility into software supply chain risks beyond vulnerabilities, starting with the most comprehensive Software Bill of Materials (SBOM).

· MANAGE SOFTWARE RISK POSTURE
with binary-level security that ensures open-source components, CI/CD workflows, and release pipelines are safe.

· AUTOMATE DEVSECOPS
with risk-based policy controls integrated at any point in the development and delivery process.

Go-to-market support

- Exclusive access to the ReversingLabs sales team.
- Access to deal registration and training material.
- Dedicated technical and implementation support to successfully onboard customers.
- Joint marketing activities and sponsorship events.
- ReversingLabs NFR licenses for demo and internal use.

GO-TO-MARKET PARTNER TIERS & PROFITABILITY

Each tier of the ReversingLabs partner ecosystem includes financial and go-to-market benefits. The goal of these tiers is to jointly create customer value while achieving your business goals - a win-win for ReversingLabs, the customer, and you. These benefits include sales incentives, complimentary training, product discounts, and sales/marketing tools to accelerate your growth, help expand your security portfolio, and further position you as a trusted advisor to your customers.

ReversingLabs offers three types of go-to-market tiers: Referral, Authorized and Premier. A ReversingLabs Partner Committee meets periodically to evaluate new partner applications and review the progress, success, and needs of our partners.

Premier

The Premier tier consists of top-performing partners who successfully target key markets. They commit to specific revenue goals in a mutually agreed upon business plan. Sales and technical personnel go through certification courses and develop GTM solutions to continue sales success.

Authorized

The Authorized tier is the entry level of membership for partners. Authorized partners have sales opportunities, but are not ready to co-create a joint business plan.

Referral

A referral partnership is for partners who want to register an opportunity and choose to not resell the ReversingLabs product. A back end fee is paid directly to the partner after the close of a sale.

PROGRAM REQUIREMENTS FOR GO-TO-MARKET PARTNERS

Below are the requirements for each stage of the ReversingLabs partner program.
In order to advance as a partner, you need to meet the requirements of each level.

Description	Referral	Authorized	Premier
Become a Partner or Profile submitted	Y	Y	Y
Reseller Agreement executed		Y	Y
Referral Agreement executed	Y		
Business Plan executed			Y
Sourced ACV minimum requirements			Y
Sales Expert Specialization			2
PreSales Technical Expert Specialization			2
PreSales Demo Specialization			Y
Minimum Marketing activities			1/QTR

BENEFITS

Description	Referral	Authorized	Premier
Partner Portal Access	Y	Y	Y
Support via Partner Management Desk	Y	Y	Y
Co-marketing and Co-events (via partner proposal/request)			Y
Partner Locator listing			Y
Dedicated Partner Manager			Y
Joint business planning			Y
Access to demo environment			Y
Internal use NFR licenses			Y

REGISTRATION AND REQUIREMENTS

ReversingLabs knows that each of our partners has different business goals, targeted verticals, markets, geographies, and customer sizes. The goal of the ReversingLabs partner ecosystem is to collaboratively align our mutual goals. A partner tier is earned through Sourced Annual Contract Values (ACV), partner profile completion, business plan completion, and certification completion/maintenance.

Definitions of Sourced ACV and Co-sell ACV:

· **ACV** = Annual Contract Value for the first subscription year.

· **SOURCED ACV REVENUE** = A Sourced lead is any new lead that is not in a current active sales cycle with ReversingLabs. Sourced leads must have a general understanding and need for ReversingLabs as a solution. "Sourced" ACV refers to the process of a partner identifying and registering the prospect with ReversingLabs and participating in the steps of the sales cycle. A sales opportunity must be entered by the Partner in the partner portal and accepted by the ReversingLabs Sales team member, resulting in a new customer with end-users purchasing an original subscription license. ACV achievement is only counted on recurring subscription licenses. The Partner earning /commission earned on approved Sourced opportunities is between 10 - 30% depending on your partner tier level.

· **CO-SELL ACV REVENUE** = A co-sell lead is an existing opportunity that a partner brings previously unknown intelligence, value, and/or influence to. It may also be a situation where the partner is brought in by a ReversingLabs Sales Account Executive to consult or support the closing of an existing opportunity. Co-sell achievement is only counted on the recurring subscription licenses. The partner earning/commission earned on co-sell opportunities is between 5% and 10% depending on the value add during the sales cycle.

THE FOLLOWING REQUIREMENTS NEED TO BE MET FOR AN OPPORTUNITY TO BE CONSIDERED FOR DEAL REGISTRATION APPROVAL:

• The sales opportunity MUST be entered into the ReversingLabs Deal Registration Portal before the sale closes, and ideally, as soon as the opportunity is discovered.

• The partner is expected to contribute to all value-added engagements, activities, and communications with the end-user throughout the entire sales process.

For non-resellers, ReversingLabs offers a referral fee:

• Referral fees are offered to Partners that have approved deal registration, but do not transact with an end-user.

For sales opportunities that become "stagnant:"

• All registration requests are evaluated and either approved or declined by the respective ReversingLabs sales AE who owns that sales opportunity. Its status will be communicated within two business days.

• If declined, detailed notes as to why will be communicated. Please engage your Channel Manager if there's a discrepancy.

• Registration expires after 6 months of submission. Partners can request an extension.

SALES ENABLEMENT BENEFITS

Here are some benefits offered that help both you and ReversingLabs
get the most out of our partnership:

BUSINESS DEVELOPMENT PLAN

For qualified partners, the ReversingLabs Partner team will co-create a business plan
and help put the plans into action. Business plans include joint sales goals, a sales team
engagement plan, regular communications, marketing, required Sales and Technical
certifications, and deal registration training. The business plan will be facilitated and
executed through constant communication and engagement by both parties.

SALES SPECIALIZATION TRAINING

The ReversingLabs Partner and Sales teams will provide training and support on how to
position and sell the ReversingLabs platform to your customers. You will be provided
with marketing materials, demo scripts, and case studies, in addition to joint sales calls
and training. ReversingLabs is ready to supply what you need to maximize sales volume
and sales opportunity.

MARKETING BENEFITS

As a Premier ReversingLabs partner, you'll have access to resources, co-marketing
programs, and co-marketing events to help boost your business development. Social
media, press and media opportunities, and field marketing events will build your
credibility and thought leadership with your customers.

TRAINING AND SUPPORT BENEFITS

You'll also have access to sales and technical training to help you stay on top of
ReversingLabs knowledge.

SALES BRIEFINGS

ReversingLabs team will communicate with you to ensure you stay current on
ReversingLabs platform features, improvements, and ongoing marketing activities. Our
goal is to work closely with you as partners who share vision and purpose in bringing
forward the ReversingLabs solutions and services to your customers and prospects.

PARTNER PORTAL ACCESS

The Partner Portal is your one-stop-shop to automate sales opportunities, track
performance, monitor service engagements, and view the health of the relationship.
You can use the Portal to access marketing materials, certification courses, and sales
collateral.

PRODUCT DEMO ENVIRONMENT

ReversingLabs will build a sales-focused "best practices" sandbox demo environment
for you to demo and position ReversingLabs to your clients. A partner must be certified
to provide a demo of the platform.

CUSTOMER SUCCESS STORIES

We will jointly promote successful partner implementations and ensure the
ReversingLabs Sales teams and other prospective customers are aware of the good
work you do. When you have a compelling and unique story to share, we want to hear it!
Let the ReversingLabs Marketing and Partner team know, and they will help write and
publish the story on the ReversingLabs website and to our Sales team's library.
(Customer written permission is required prior to any success story being approved.)

SALES EXPERT

Duration: Approx. 90 minutes (On-Demand, Online Self-Paced Certification)

This self-paced specialization module can be accessed through our Partner Portal. It gives an overview of how ReversingLabs's products and services help businesses work more efficiently and effectively. You will learn how to share ReversingLabs services through our core marketing message, how the sales organization works, how to submit deal registrations, and how to continue learning about ReversingLabs and expand your opportunities as a partner.

PRE-SALES TECHNICAL EXPERT

Duration: Approx. 3 hours (On-Demand, Online Self-Paced Certification)

This self-paced specialization module can be accessed through our ReversingLabs Portal. It gives you an overview of how ReversingLabs products and services help businesses work more efficiently and effectively. You will learn how to perform technical qualifications, describe the architecture, understand the critical components of the platform, and provide a basic technical overview.

DEMO EXPERT

Duration: 12–15 hours (On-demand, online, live)

This on-demand and live training with an integrated specialization provides you with hands-on experience with the ReversingLabs Platform and allows you to become a ReversingLabs Certified Demo Expert. Learn the ins and outs of the user interface and client software.

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