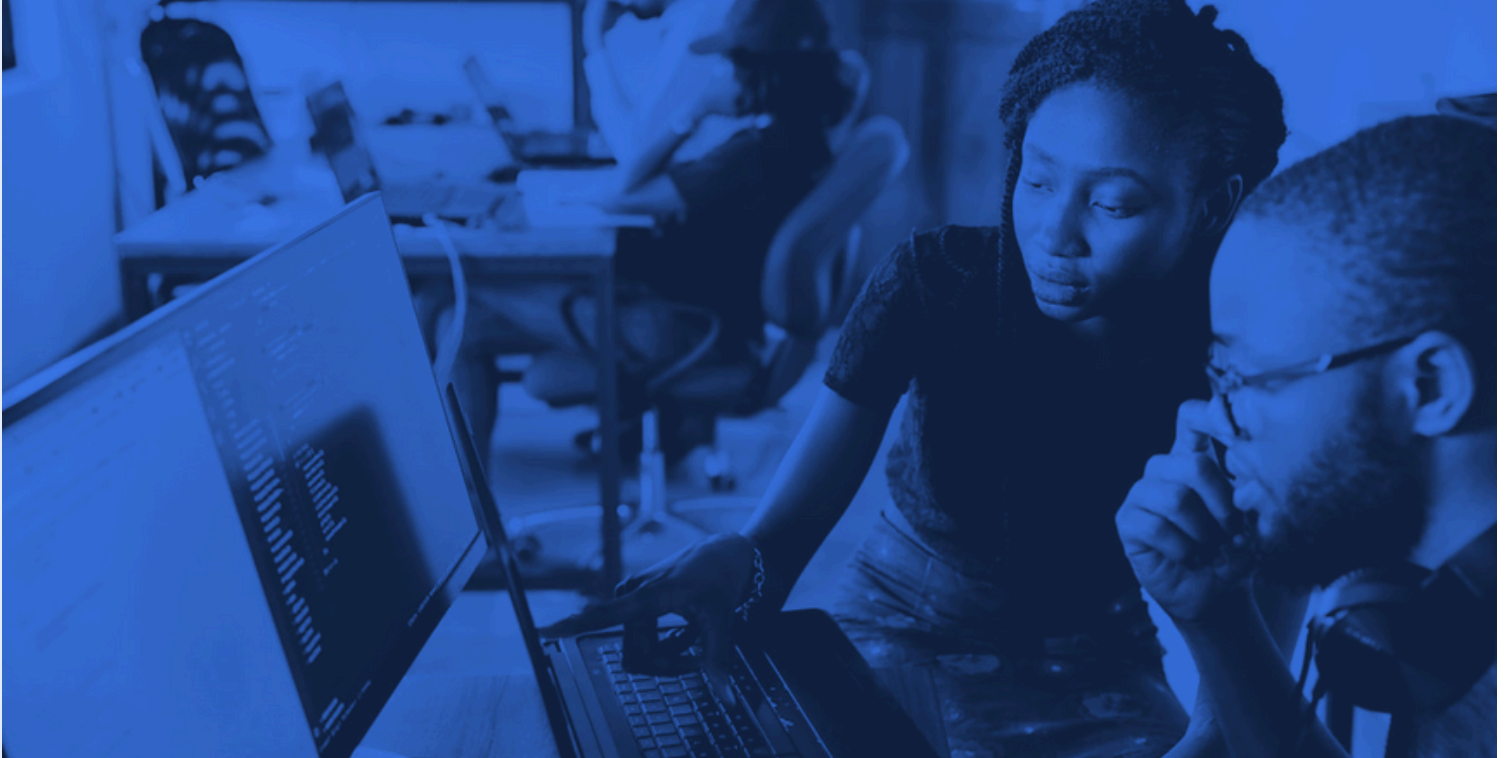


BLUMIRA CHANNEL PROGRAM

Blumira: Your partner in making cybersecurity simple and effective for SMBs.



Blumira

OUR MISSION IS TO PROTECT SMALL & MEDIUM-SIZED ORGANIZATIONS

We aim to be the easiest vendor for channel partners to do business with. We have developed revolutionary products and channel programs to motivate our partners to join in our mission.



The Blumira Value

Blumira's SIEM + XDR platform makes advanced detection and response easy and effective for small and medium-sized businesses, accelerating ransomware and breach prevention for hybrid environments. In just 15 minutes a day, time-strapped IT teams can do more with one solution that combines a managed SIEM, endpoint visibility and automated response than most companies with a full security team. Meet compliance needs with one year of data retention, 24/7 automated monitoring, and extend your team with Blumira's 24/7 SecOps support. Blumira is consistently recognized by G2 as a Momentum leader, ranked as **'Fastest Implementation,' 'Easiest to Use,' and 'Best Support' in the G2 Grid® Reports.**



The Blumira Ecosystem

Blumira's open XDR platform makes advanced detection and response easy and effective for small and medium-sized businesses, accelerating ransomware and breach prevention. Our platform enables partners to add real value and help customers solve the biggest problem in IT security today – preventing cyber breaches.

Blumira's high-value partner programs offer our products, expertise, technology, and managed services support to create ongoing recurring revenue streams. We also offer access to a wide collection of resources including training, co-marketing opportunities, and mutual sales planning.

Program Details

The Blumira Partner Program offers award-winning products allowing time-strapped IT teams to do more with one solution that combines SIEM, endpoint visibility and automated response, all of which come with amazing support and benefits to help our partners succeed.

Key Elements:

- A simple and easy-to-understand program
- Deal registration which adds additional margin
- SPIFFs to incentivize teams to grow business
- A platform which enables partners to demonstrate to customers a return on investment as soon as they install the product

Partnership Types

Solution Providers

Delivers complete security architecture and implementation

Technology Partners

Provide complimentary solutions

Consulting Partners

Deliver risk mitigation, compliance and strategy

Key Benefits

Superior Products

Represent a product that detects and responds to malware threats including ransomware, built for small & medium organizations

Ongoing High Margins

Build new subscription-based revenue streams

Deal Registration

Additional margin for registering opportunities

Qualified Leads

Get involved early in the sales cycle, working closely with your Blumira counterparts

Easy to Work With

Spend more time on selling, less on red tape

Commitment

We are committed to your success and providing the products and program possible

What We Look For In A Partner

- Cybersecurity products and services with focus on SMB organizations
- Professional sales and technical staff
- Highly ethical with great industry-wide reputation
- Current certifications from other SIEM/XDR vendors highly desired
- Financial stability with proven track record

Partner Responsibilities

- Reach program-level revenue goals to maintain status
- Allow access for sales and technical training, achieving certifications when required
- Install Blumira, at a minimum in a lab environment
- Participate in business planning and reviews based on partner level
- Abide by Blumira rules of engagement

	PARTNER PROGRAM BENEFITS	PLATINUM RESELLER	GOLD RESELLER	REFERRAL PARTNER
Compensation				
Margins	Return for your efforts	Highest	Higher	High
Lead Generation & Sales Assistance				
Sales qualified leads	Access to qualified leads prioritized by your region, program authorization, & certification level	<input checked="" type="checkbox"/>		
Deal registration	Register opportunities to receive additional margin & 90 days of exclusive support from Blumira to help close the deal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Subscription Renewal Protection	Partners have the ability to renew & upsell customers with full discounts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Free NFR licenses for internal use	Allowing the partner to benefit from Blumira products.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Proposal-based MDF	Propose measurable plans for joint promotion, such as events, campaigns & other activities to drive your sales funnel. Each request will be reviewed & could be matched up to 50%.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Promotions and incentives program (SPIFF)	Participate in Blumira promotions, including emails, ads, events, etc. Also, earn extra incentives tied to sales behaviors.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Participate in Blumira-sponsored trade shows	Interact with prospects alongside Blumira staff at trade shows. Some participation may require financial contribution from the partner	<input checked="" type="checkbox"/>		
Dedicated Channel Marketing support	Hone your message, positioning, & lead generation activities with help from Blumira	<input checked="" type="checkbox"/>		
Effective Communication				
Access to Blumira Slack channel	Better enables direct communication between Blumira and the partner	<input checked="" type="checkbox"/>		
Partner Enablement				
Market information	Learn market trends, what customers prefer, and more	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Sales Tools	Co-branded data sheets, sample ads, email templates, white papers, presentations, videos, and case studies.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Brand Usage	Use the Blumira brand to enhance your image (Brand Guidelines provided)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Tech & Sales Support & Training				
FREE Training	Learn how to sell Blumira	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Technical Support	Access Blumira experts to answer your technical questions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Roadmap Briefing	Learn what's coming next at Blumira	<input checked="" type="checkbox"/>		
Business Planning	Jointly plan for the future and learn from the past	Annual	Quarterly	

DEAL REGISTRATION PROGRAM- EFFECTIVE JUNE 1ST, 2024

Blumira is pleased to provide a Deal Registration program to our authorized Blumira partners. The purpose of the program is to offer additional product discounts to those partners who are presenting incremental opportunities to Blumira and have demonstrated sales and technical expertise with our solutions. Our mission is to be easy to work with and to clearly communicate how Blumira pricing and non-standard pricing (NSP) policies are created and enforced. We will establish processes and policies to create global compliance for partner pricing activities.

DEFINITION	Deal registration is defined as a valid sales opportunity that meets the Blumira program criteria and is a qualified sales opportunity. Any deal, regardless of origin (partner or Blumira), can qualify. Opportunities are defined as projects not customers.
QUALIFICATION	Each deal registration request must be approved by the Blumira’s Account Executive (AE), which could include a call or in person meeting with the end-user at the discretion of the Blumira AE. The AE will confirm the deal is not already in the Blumira pipeline. The partner must be authorized to sell the product they are registering.
PARTNERS	All partner levels qualify to participate, predicated on the partner being in good standing with Blumira. Must be the first partner to register the deal.
VALUE ADD	Partner must demonstrate clear value-add to the end-user. This could include but is not limited to the ability to provide a demonstration, pre-sales support, installation, post-sales support, etc.
DISCOUNT	Discounts will differ (product & services) based on Partner’s program level – see partner discount schedule for specifics. Discount will be provided at the time of order. Discounts will be provided at the time of the order, and are based on MSRP pricing.
PRODUCTS	SIEM + and XDR qualify for deal registration, including renewals.
DEAL SIZE	Minimum deal size is 50 seats.
LENGTH OF DEAL REGISTRATION	90 days from date of registration receipt at Blumira; deal registration is valid for the opportunity when it is split into multiple orders over the initial 90 day period. This assumes any follow on orders are for the same project.
DEAL REGISTRATION EXTENSION	After 90 days from the date of registration, the registration expires. The Partner may request an extension for the opportunity, based on the same qualification criteria. A deal can be registered for a total of 270 days (3 registration periods).

RFP AND BLUMIRA LED SALES OPPORTUNITIES	In a scenario where a customer requests neutral pricing across all partners (RFP) or Blumira is driving the deal with no partner registration extended, partners in the same program will receive the same pricing.
RESCINDING A DEAL REGISTRATION	Blumira reserves the right to rescind a deal registration due to lack of activity after 30 days.
TIMING	Deal must be registered at least 7 days prior to the receipt of the purchase order by Blumira.
COMPETITIVE PRODUCTS	It is understood that leads given to the partner by Blumira will be the sole solution offered by the partner requesting deal registration to the end customer, and no competitive products. Under no circumstances should Blumira confidential information, including product features, functionality, pricing, strategy and roadmap, be shared with any competition.
"FIRST COME, FIRST SERVE	The Partner that registers the opportunity first with Blumira will receive the deal registration approval, assuming the deal is qualified, or if we receive written notification from an office of the end customer requesting the product. The partner will receive a written notification in such cases.
GEOGRAPHY COVERED	United States and Canada
PROGRAM CHANGE	Blumira reserves the right to change or terminate the deal registration program at any time. The current program will always be posted on our partner center and supersedes deal registration program language contained in the partner contract.