



Agari Partner Power™ Program

Agari delivers advanced
email security solutions.

Work with us.

Agari Partner Power Program

You want to work with a company that is a leader in email security, that believes in continuous innovation, and more importantly, that understands the value of partnerships. Agari is the leader and innovator in email security and is one of the most channel friendly companies in the cybersecurity industry with our partner program geared toward a true partnership based on trust.

Email continues to be the #1 attack vector for cyberattacks. Agari is at the forefront of providing customers the solutions needed to protect against these dangerous attacks. With hundreds of enterprise customers using the Secure Email Cloud to protect their employees, customers, partners, and others in their ecosystem from trillions of phishing emails, across various industries and geographies, Agari is the undisputed leader in the industry.

Why Partner with Agari

Some of our company highlights include:

- Agari is the only advanced email security platform that detects all types of identity deception including domain spoofing, display name deception, look-alike domains, and account takeover-based attacks.
- Agari is the leader in fully-automated email authentication (DMARC) solution for companies of all sizes. Patrick Peterson, Agari Founder and CEO, is one of the founders of the DMARC standard.
- Hundreds of customers rely on Agari to protect their email communications, including six of the top ten banks, five of the top social networks, top cloud providers, top healthcare companies, and key government agencies.
- Agari leverages two trillion emails annually and 50,000 new domains daily for the Agari Identity Graph™ technology, which protects customers against business email compromise, spear phishing, account takeover, ransomware, and other attacks.



Channel-Friendly Business Model

High margin discounts, deal registration protection, a partner portal to access marketing assets, and co-marketing programs.



Commitment to Our Partners

Dedicated channel managers for partner clinics, trainings, and business reviews.



Right Solution to Meet an Immediate Demand

Protects the cloud inbox from advanced email phishing attacks.

Why Partners Love Agari

Our partner program is designed with flexibility in mind for partners who are at various stages of their business lifecycle. With investment and dedicated resources, you will continue to grow with Agari.

Tiers to Fit Your Needs

There are multiple tiers of structure depending upon partner business goals and alignment with Agari solutions:

- **Elite:** Elite partners have expertise in email security, have specifically built a practice around Agari solutions with a dedicated sales team, and have met other key requirements including high customer satisfaction, deep technical expertise, quarterly business plans, and revenue targets.
- **Premier:** Premier partners are committed to Agari with proactive pitching of solutions and also meet other key requirements including high customer satisfaction, technical expertise, and revenue targets.
- **Select:** Select partners proactively identify opportunities and have technical competence to sell Agari products.

Detailed requirements and benefits for each tier can be found below.

Program Requirements

Each partner that applies for and is accepted into the Agari Partner Power Program will be initially assigned to a level based upon Agari's evaluation of whether that partner substantially meets the requirements for that tier.

Thereafter, the appropriate program level for each Agari partner will be assessed periodically, and a partner may be moved to a new level as a consequence of that review.

The following chart outlines the requirements to participate in the program at each level.

Program Requirements			
Requirement	Select	Premier	Elite
VAR Agreement	✓	✓	✓
Achieve Annual Sales Targets	✓	✓	✓
Promote Agari Products on Website	✓	✓	✓
Demo/NFR		✓	✓
Certified Technical Resources		2	4
Certified Sales Reps		2	4
Joint Marketing Plan			✓
Quarterly Business Plan			✓

Details for each requirement are outlined below.

VAR Agreement

All Agari partners are required to enter into a partner agreement. The agreement sets forth a series of terms, conditions, and operating expectations governing the conduct of Agari and the partner. Because the relationship involves the exchange of both intellectual property and proprietary information, the agreement includes legal and financial protections for both parties.

Annual ARR Attainment Goal

All Agari partners are required to achieve an Annual Recurring Revenue goal as established between Agari's channel team and the partner sales team. A partner's level may be revised as a consequence of these reviews.

Agari Product Promotion

All Agari partners should promote Agari's products on their website and social media accounts.

DEMO/NFR

Elite and Premier partners should have an Agari demo running in their environment.

Certified Technical Resources

Elite and Premier partners are required to have Agari certified technical resources based on tier level.

Focused Sales Reps

Elite and Premier partners are required to have Agari trained sales resources based on tier level.

Joint Marketing Plan

Elite and Premier partners are required to have a joint marketing plan with the Agari marketing team.

Quarterly Business Plan

Elite partners are required to create a quarterly business plan for Agari products and services.

Value-Based Partner Benefits

Agari Partner Power Program partners receive benefits that are designed to reward and recognize the commitment that they have made to the sale of Agari products and services, and to enhance continued sales of these products and services. The following chart outlines the benefits for each tier.

Benefits			
Requirement	Select	Premier	Elite
Deal Registration	✓	✓	✓
Access to Partner Portal	✓	✓	✓
Discounts Off List Price	✓	✓ Higher	✓ Higher
Demo (NFR) Licenses		✓	✓
Free Technical Training		✓	✓
Joint Marketing Activities		✓	✓
Co-Branded Marketing Material		✓	✓
Joint Public Relations		✓	✓
Qualified Leads		✓	✓
Dedicated Sales Support			✓
Priority Technical Support			✓
Partner Advisory Council			✓
Beta/Early Access			✓
Executive Sponsorship			✓

Details of each benefit are outlined below.

Deal Registration

All Agari partners can register deals in order to qualify as the partner of record and become eligible for special discounts and rebates. The system automates the registration and approval process and tracks deal progress throughout the sales cycle. Partners enjoy the following benefits:

- **Deal Protection:** Channel partners are encouraged to register opportunities with Agari to ensure deal protection, assuming they are approved by the Agari channel team.
- **Additional Discounts:** Channel partners will receive additional discounts off of the Agari MSRP on pre-approved deals that are closed.
- **Streamlined Deal Process:** Channel partners who provide details of the deal during deal registration can receive additional support to help win those deals.

Access to Partner Portal

All Agari partners will have access to a secure portal, with Elite and Premier partners gaining deeper access to some marketing materials and programs through the portal. Partners can earn their certification through training offered on the portal. Some of the portal features include:

- Access leads from marketing programs
- Submit deal registrations and check status
- Review and update opportunities
- Access sales and marketing tools
- Access technical resources
- Register for training courses
- Review dashboards and reporting

Discounts Off List Price

All partners receive discounts off the list price. Discount level increases with each tier.

Demo (NFR) Licenses

Elite and Premier partners receive free Demo (Not For Resale) Licenses. These licenses will allow channel partners to demo Agari products.

Free Technical Training

Elite and Premier partners will get free technical training so technical resources can become certified.

Joint Marketing Activists

The Agari marketing team works with Elite and Premier partners level to provide support for joint marketing activities including events, promotional materials, call and email scripts, and other demand generation programs to help partners in successfully marketing and selling Agari products and solutions. Marketing benefits may also include eligibility for proposal-based co-op funds for marketing activities that support joint Agari and channel partner business objectives.

Co-Branded Marketing Material

Elite and Premier partners can request custom Agari branded promotional materials. Agari allows these partners to co-brand collateral, email/direct mail campaigns, white papers, and more while maintaining the Agari corporate branding guidelines.

Joint Public Relations

The Agari marketing team works with Elite and Premier partners to provide support for pre-approved media activities.

Qualified Leads

Agari provides qualified sales leads and customer referrals to Elite and Premier partners. These leads may be used by the partner only for the purpose of selling Agari products and services.

Dedicated Sales Support

Elite partners receive dedicated sales support to help close deals, based on availability.

Priority Technical Support

Elite partners receive priority support for any technical issues during the sales cycle.

Partner Advisory Council

Elite partners are eligible to become a member of the Agari Partner Advisory Council, a select group of partners who are given the opportunity to provide feedback to Agari executives on programs, product, and industry trends; participate in networking events; and other activities.

Beta/Early Access

Elite partners are eligible to receive early access/beta copies of Agari's new products and can provide feedback based on their customers' needs and requirements.

Executive Sponsorship

Elite partners can receive an executive sponsor assigned from Agari who will be in regular communications with the partner executives to ensure the partnership is going smoothly and both parties are happy with the relationship.



About Agari by HelpSystems

Agari is the Trusted Email Identity Company™, protecting brands and people from devastating phishing and socially-engineered attacks. Using applied data science and a diverse set of signals, Agari protects the workforce from inbound business email compromise, supply chain fraud, spear phishing, and account takeover-based attacks, reducing business risk and restoring trust to the inbox. Agari also prevents spoofing of outbound email from the enterprise to customers, increasing deliverability and preserving brand integrity. Agari was acquired by HelpSystems in May 2021.

Learn more at www.agari.com

Find Out More

www.agari.com/partners
partners@agari.com