

Building a Profitable Business  
with Managed Security

# Partner Model

We recognize that each partnership is unique and that the profit engine that drives every partnership is: delivering client value. That's why we've developed a leading-edge channel sales model that is at the core of our Partner Success Program. When our partners follow the proven formula, they achieve significant sales results, including:

- 34% average close rate vs 9% industry average
- Shorter sales cycles
- Lower sales costs
- Improved solution value resulting in long term account retention

# 34%

Close rates compared to 9% industry average

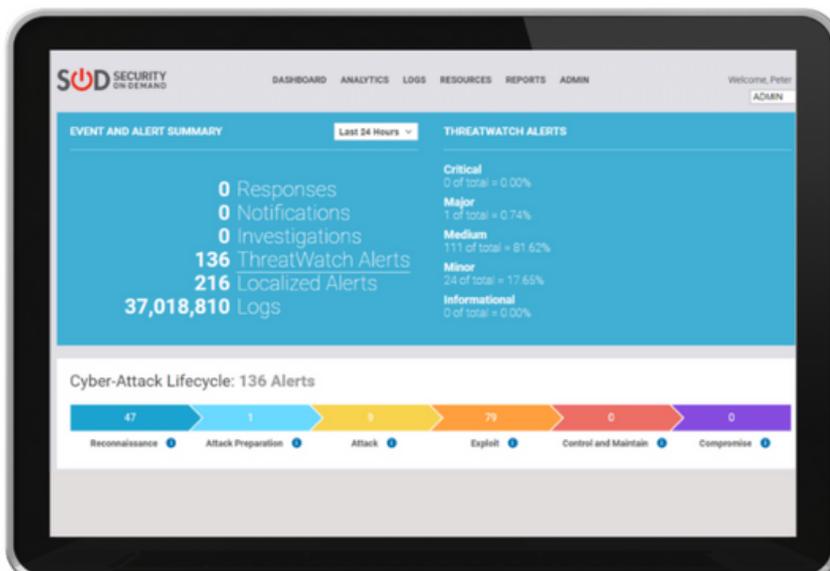
# 24x7

Threat detection services

As your partner, we offload your team with our own sales experts, thought leaders, solution engineers, along with handling the scoping, pricing, and contract management aspects of every sale. We come prepared with all the marketing, sales and design resources you need to maximize and win each deal.

# Solution Integration

Our ThreatWatch platform is just one piece of our services designed to complement your existing consulting services, product offerings, managed services portfolio, and other solutions so that we can be integrated into your partner ecosystem or as part of your solution lifecycle.



# Partner Levels and Benefits

At Security On-Demand, we understand that your clients are the most important thing that you have, that's why our program is tailored to complement the way your organization sells.

Additional information can be provided after an inquiry.

## PRIVATE LABEL

- OEM / Private Label Partner capability
- For select partners, we offer the ability to Private Label the SOD services
- Branded client portal security dashboard
- Recurring revenue stream for partner.

## ADVISORY

- Ideal for VARs, IT resellers & Solution Providers (either security or general)
- Sales training & support provided
- Annual Business Review
- Minimal Risk
- Full advance compensation on every closed deal
- Client portal branding with reseller co-branding

## STRATEGIC

- Ideal for Managed Service Providers, hosting providers & large resellers who wish to brand
- Client Portal Security Dashboard
- Shared liability or minimized risk Model
- Recurring revenue stream for partner.

# Partner Profitability

Often overlooked is the pricing and margin structure of the contractual relationship. We do not require an up-front purchase or commitment level. We only make money when you have a client that's paying you for services.

- When you have set “floor” pricing from your partner, you often don't have the flexibility you need to win the deal. SOD solves those problems by building in margin for you into every sale, while ensuring we are competitive in both value and price.
- SOD's pricing models are device-based, meaning that the old volume-based pricing model where you try and predict how much log volume a customer will produce is out the window. With SOD's “per device, per month” pricing, you don't overpay by committing to more capacity, volume or licenses than what you are actually using.

Ultimately, you are in control of what you charge, while also gaining a committed partner that will align with you on payment terms, budget, and customized contract requirements. Whatever it takes to win the project, we'll work together to accomplish our goals and build a successful partnership together.



## Next Steps

- **Let's start the conversation.** You can fill out a form on our website, or e-mail us at [partners@securityondemand.com](mailto:partners@securityondemand.com) to set up a brief meeting with our partner team.
- **Join our Community.** Members receive Threat Flash Alerts and updates on fast-breaking news from our Threat Recon Unit.
- **Sign-Up as a Partner.** Visit our partners section at [www.securityondemand.com/about-us/partner-program-overviews/](http://www.securityondemand.com/about-us/partner-program-overviews/)

