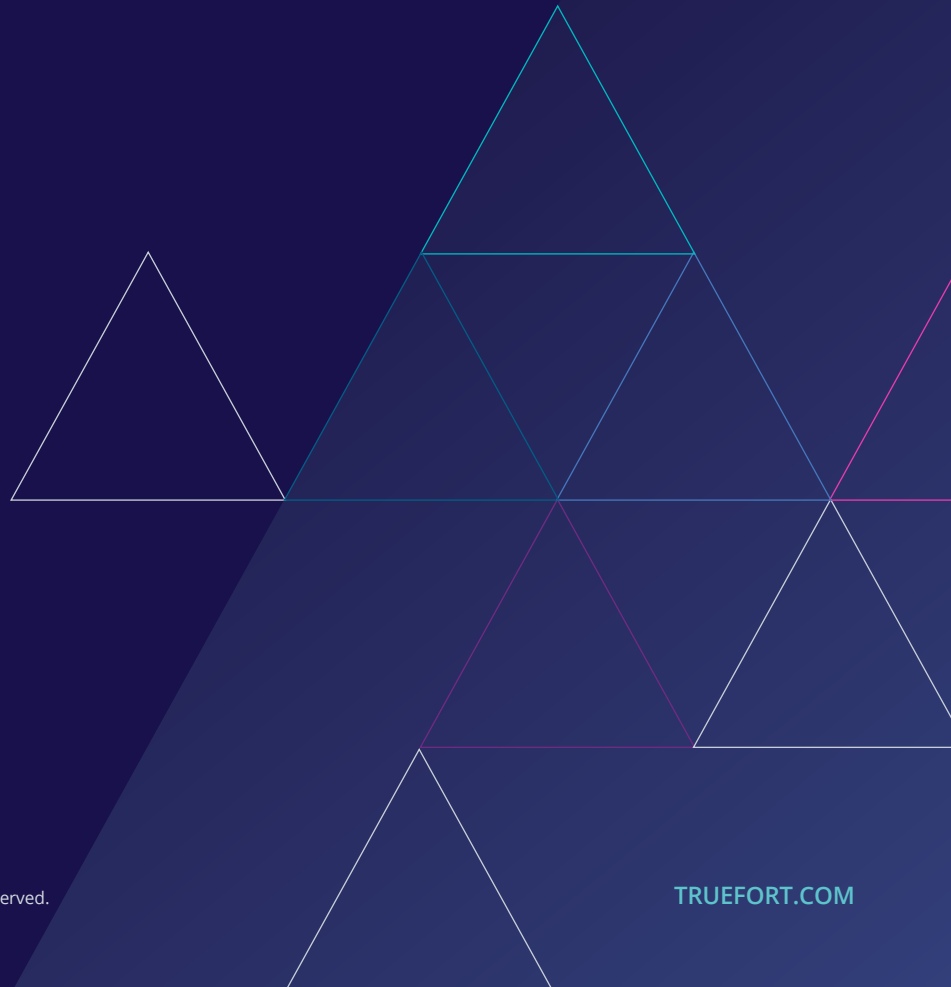




TRUEFORT™

TrueFort™ Trust Partner Program

Collaboration - Growth - Profitability



Contents

Introduction

The TrueFort Trust Partner Program is designed for System Integrators, Solution Providers, MSSPs, MSPs, VARs, Consultancies, IT Distributors, and Technology Alliance partners. It offers a channel-friendly model with different partnership tiers allowing partners to engage in accordance with their business models and objectives.

Summary

Accelerate your business goals and customer satisfaction with the TrueFort Trust Partner Program. Enjoy high-profit margins and recurring revenue streams with a value-based structure tailored to your business model and objectives. Achieve success in the market with our three guiding principles: **collaboration**, **growth**, and **profitability**.

The more you invest and collaborate with TrueFort, the more benefits and rewards you will receive. Our channel-friendly model offers different partnership tiers allowing partners to engage in accordance with their business structure and growth initiatives.

Capitalize on new market opportunities, deliver valued services, and become the ultimate trusted advisor for your customers. Grow your business and enjoy recurring revenue streams by joining the TrueFort Trust Partner Program today.

Deliver solutions that customers trust

Become the customer's trusted advisor and solution provider, building on your existing skills to extend your delivery and service capabilities. TrueFort partner training and support services better enable you to solve customers' complex transition challenges to next-generation networks and services.

Combine your expertise with a broad, integrated portfolio of market-leading test and monitoring instruments, innovative software, and services to profitably deploy and maintain networks focusing on delivering the highest quality user experience to our mutual customers.

Accelerate and transform your business

Increase sales, grow your business across key markets, and better align your strategies by leveraging sales and enablement tools, collaborative strategic planning, demand generation, and other resources available to you through the TrueFort Trust Partner Program.

Build excellence in your core competencies or transform your business to meet your growth objectives with tools, training, and other resources available to you. These resources make it easier for you to take advantage of TrueFort's innovative, integrated technology so you can offer your customers a broader set of market-leading solutions and services to address their challenges and address adjacent market opportunities to scale your business.

TrueFort Trust Partner Program

Partner Types

Referral

Designed for referral opportunities. TrueFort will sell directly to the end customer (TrueFort paper). A referral fee is paid once the opportunity closes. A referral agreement is executed between TrueFort and the referring party.

Premier

Designed for 'Transactional Partners' who do not wish to take certification training or complete the fast-track joint business plan. A reseller partnership agreement is executed between TrueFort and the partner. Please note, there are no minimum requirements.

Elite

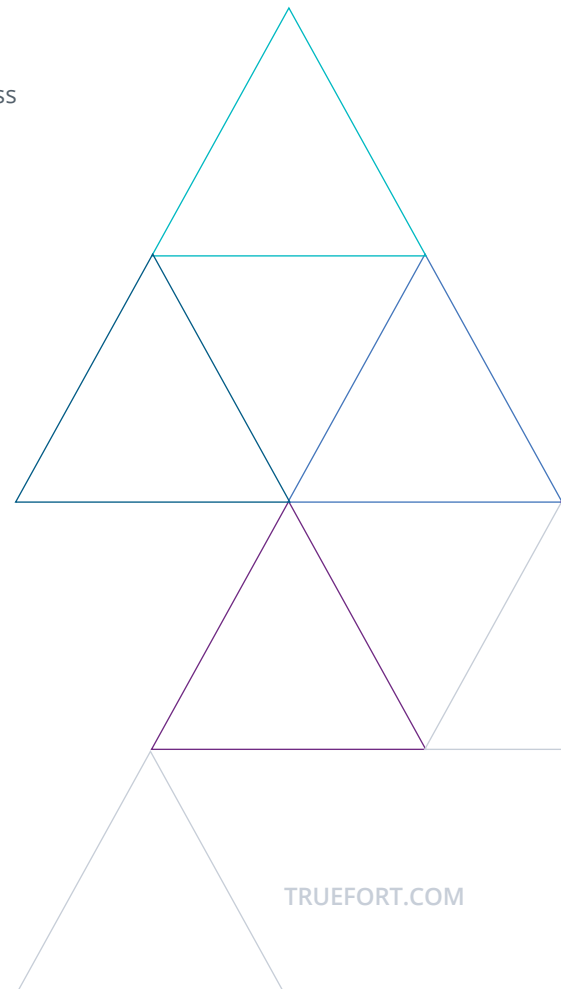
Designed for long-term committed Solution Providers. A fast-track joint business plan and sales/technical certifications are required. A reseller partnership agreement is executed between TrueFort and the partner.

Elite MSP

Designed for long-term committed MSPs, MSSPs and System Integrators delivering managed services. A fast-track joint business plan and sales/technical certifications are required. An Elite MSP service partnership agreement is executed between TrueFort and the partner.

Technology Alliance

Designed for OEMs and other providers of TrueFort integrated or combined solutions. A revenue share partnership agreement is executed between TrueFort and the partner.



Pricing & Structure

	Premier	Elite	Elite MSP	Referral
Partner discount	10%	20%	25%	2%
Services discount (TrueFort provided services)	N/A	N/A	N/A	N/A
Deal-Reg discount	10%	10%	5%	N/A
Rev Accelerator discount (once \$2M attained in 1st year, additional discount applies to following calendar year)	2%	2%	2%	N/A
Fast-track joint business plan	No	Yes	Yes	No
Quarterly business review	No	Yes	Yes	No
Sales certification - TrueFort training	No	2+	2+	No
Tech certification - TrueFort training (PS Certification separate)	No	2+	2+	No
MDF/leads eligibility	No	Yes	Yes	No
Assigned marketing resource	No	Yes	Yes	No
Demo access (temporary on-prem software license)	No	Yes	Yes	No

Technology alliances

TrueFort partners with industry-leading technology companies to offer a variety of integrated solutions that can be applied across multiple markets. TrueFort seamlessly integrates with EDR and other platforms to provide compelling solutions delivering unified application security across the entire IT landscape: hybrid, cloud, virtual and on-premise environments.

Benefits

The TrueFort Trust Partner Program enables, supports, and rewards partners that lead with TrueFort solutions. The more investment, the more rewards, establishing a mutually beneficial partnership.

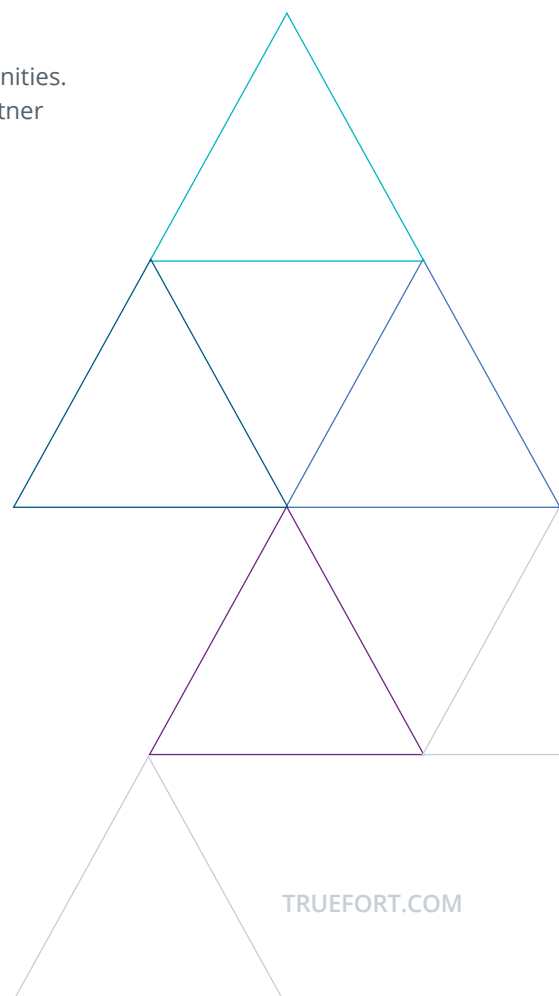
Partner portal access

Every partner will receive access to the TrueFort Partner Portal where sales enablement tools, marketing materials, promotions, MDF requests, the deal registration system, and support information can be found.

Deal Registration Program

TrueFort's Deal Registration Program is designed to compensate partners for identifying, qualifying, and closing new sales opportunities. It provides deal protection plus an extra margin based on the partner program discounting structure and the product being sold.

Deal registrations are valid for 120 days after the approval date. If (at the end of the deal registration period) the partner requires additional time to close the opportunity, TrueFort may grant an extension, provided the partner is still actively engaged and progressing with the opportunity.



Technology alliances Continued

Marketing Development Funds (MDF) program

The TrueFort MDF Program is a proposal-based benefit to partners that allows TrueFort to support approved partner-led marketing activities focused on engaging customers and prospects. Marketing Development Funds are available to TrueFort Elite and Elite MSP partners who have met certification requirements and completed the fast-track joint business plan. These partners can submit MDF Fund Requests via the TrueFort Partner Portal for co-marketing assistance for lead generation activities, trade show exhibitions, or customer-focused events.

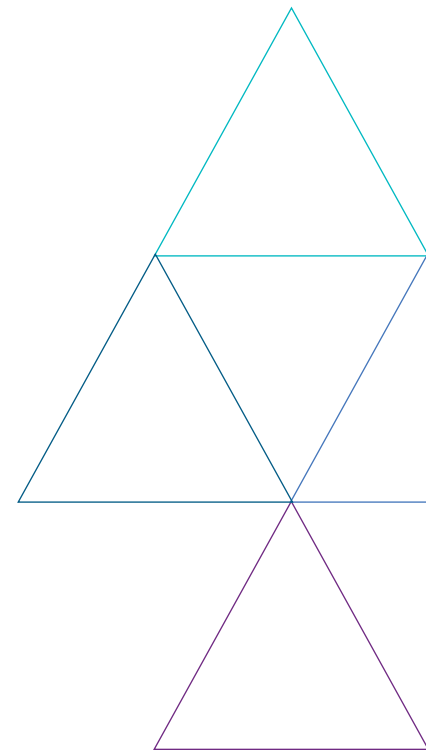
All requests must include ROI projections with measurable performance metrics. A TrueFort MDF Fund Request Approval is required in advance and up to 50% of the activity cost can be claimed. All reimbursement requests must be submitted through the TrueFort Partner Portal and approved by channel management.

Partner Sales Incentives

Occasionally TrueFort may offer special sales incentives to channel partners. These can include promotions, spiffs or rewards implemented sporadically - either monthly, quarterly, or yearly. The programs are designed to promote products, strategic channel solution bundles, or service offerings. The goal of the incentives is to deliver qualified opportunities through deal registration by directly compensating partner Sales Engineers and Account Managers for TrueFort purchase orders.

Demo Access

Elite and Elite MSP partners are granted temporary on-prem software licenses after certification requirements have been met. This provides an excellent way for partners to showcase TrueFort's solutions to customers and prospects.



Resources

Enablement

TrueFort Partner Portal: The TrueFort Partner Portal provides our partners with convenient access to information about the TrueFort Trust Partner Program, including training modules, marketing and enablement tools, necessary commercial forms (W-9, etc.), and the deal registration submission form.

Lab License

A 30-day on-premise software license is available for Elite or Elite MSP partners who have met certification requirements and completed the fast-track joint business plan. It is intended for customer demonstrations and the term can be extended.

Partner Newsletter

The monthly partner newsletter delivers the latest news on TrueFort products, solutions, SPIF programs, and customer success stories.

Fast-track Joint Business Plan

A fast-track joint business plan is required for Elite and Elite MSP partners. This is where we identify sales opportunities, certification training recipients, GTM strategies, and planned marketing engagements.

The goal of the business plan is not simply to measure performance. Instead, it serves as an opportunity to better understand the partner's business, focus areas, challenges, and tools needed to successfully position TrueFort solutions.

Marketing Resources

Partner Locator: Partners can utilize the TrueFort Partner Locator to promote their solutions and services to TrueFort prospects and customers.

Partner Logos and Collateral: Partners can promote their partnership with TrueFort by displaying the TrueFort Partner logo on their website and in other marketing materials.

Partner Marketing Hub: The Hub offers prepackaged marketing campaigns and other sales collateral that can be customized using your company's logo and directly target your customers and prospects.

TrueFort™

Prosper by Doing What You do Best

Accelerate your success with access to better performance-based benefits that reward you for excelling in your core business areas and support your growth objectives.

Earn more rewards, retain more customers, and expand your market share. Accelerate your performance and business by joining the TrueFort Trust Partner Program today!

▶ **CONTACT US TODAY**
partners@truefort.com

ABOUT TRUEFORT

TrueFort is a comprehensive, real-time application and cloud workload protection solution. TrueFort continuously protects your organization's diverse application environment - cloud, hybrid, legacy - by exposing and mitigating hidden security risks to your business. Unlike infrastructure-centric approaches, TrueFort gives security teams an integrated, application-centric solution providing unprecedented visibility, control, and threat response capabilities to reduce the attack surface across an organization's entire application estate. TrueFort provides security teams with a range of powerful controls purpose-built to meet the requirements for comprehensive application environment protection.



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