BINARY DEFENSE™

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Shield Partner Program

What is the Shield Partner Program?

Binary Defense Shield Program partners are value-added resellers that excel in the medium to large enterprise space and understand that cybersecurity is evolving beyond traditional antivirus software. As cybersecurity evolves, resellers need a trusted partner and IT advisor to provide protection to their customers from the cybercriminals of today and tomorrow.

In this program, accomplishments are recognized through tiers of rewards and incentives. These three tiers provide support and benefits in the form of discounts, marketing materials, MDF, sales and marketing support, and more to help scale business plans and meet revenue goals.

The right partner is the best defense.

Earn recurring *revenue* and increase *profits*

☑ **Earn More Margin with Deal Registration**

Binary Defense is committed to rewarding partners for driving new business through a fully integrated and streamlined process. Our deal registration and pipeline can all be found easily in one place, within the Binary Defense partner portal.

☑ **Use MDF to Enter New Markets**

Market Development Funds (MDF) are accrued dollars provided by Binary Defense for Shield Program partners to create and execute marketing activities. These activities can help grow new markets, add new customers and generate attractive returns with Binary Defense solutions.

Shield Partner Tiers and Benefits

		Defender	Guardian	Protector
General	Revenue Target	$300K – 500K	$501K - 1M	> $1M
	Deal Registration	✓	✓	✓
	Price Incentives	✓	✓	✓
	Partner Portal Access	✓	✓	✓
	Access to MDF Program Funding	✓	✓	✓
Training	Technical Certification	✓	✓	✓
	Sales Certification	✓	✓	✓
Benefits	Monthly Newsletter	✓	✓	✓
	On Demand Marketing Campaigns & Collateral	✓	✓	✓
	PR and event support	Limited	✓	✓
	Sales Incentives and Rewards		✓	✓
	Executive Sponsorship		✓	✓
	Customized Sales Tools and Battlecards		✓	✓
	Joint Business Planning Review		Quarterly	Monthly
	Sales Tools-Playbooks and Battlecards		Limited	✓
	Partner Spotlight		Limited	✓

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