Market Aligned eXcellence (MAX) Channel Partner Guide

Introduction

Welcome to the **AccuKnox GTM (Go To Market) Partners Program**. The Program is designed for partners to work with AccuKnox Inc. cooperatively to leverage the market opportunity afforded by Zero Trust Cloud Security.

Joining the **AccuKnox MAX - Market Alliance eXcellence** enables you to learn about AccuKnox Inc. technology and receive help in validating your products and solutions on AccuKnox Inc. Once validated, the Program facilitates market awareness for your products by publishing them in AccuKnox Inc.'s catalog as "**Validated and Trusted**" – the certification mark for AccuKnox Inc.'s **Partner and Customer Ecosystem**.

Program Overview

AccuKnox Inc. Market Alliance eXcellence allows you to learn about our current Product, grants you access to marketing collaterals and demos, and seek technical for RFP responses, Demos, Pricing, etc. Once partnership agreements are in place, you can drive market awareness for your products by getting them listed in AccuKnox Inc.'s **Partner Catalog.**

Marketing Benefits

The Program includes tools and approaches to help you introduce your technology to your chosen markets, including visibility in a wide set of AccuKnox forums. The table below presents the benefits by membership tier which includes social media marketing, a landing page on the AccuKnox.com website, along with use of the AccuKnox partner insignias, customer case studies, AccuKnox field solution enablement, press releases/blog support, and more.

Partners can avail a variety of benefits such as:

1. Access to Partner portal
2. Free training and certification
3. Go To Market, lead generation campaigns
4. Alignment on specific Deals
5. MDF - Market Development Funds (MDF)

Benefits	Resellers	Distributors	OEM	MSSP	ISV	SI/GSI
Partner Portal Access	✔	✔	✔	✔	✔	✔
No cost Training & Certification	✔	✔	✔	✔		✔
Client Reach	✔	✔		✔	✔	✔
Deal Sourcing	✔	✔		✔		✔
Market Development Funds (MDF)	✔	✔		✔		✔

Requirements

AccuKnox Partner Program Agreement	✓	✓
Sign AccuKnox Partner Integration Agreement	✓	✓
AccuKnox logo Listing on the partner website	✓	✓
Develop, Release and Support integration	✓	✓
Maintain Product Compatibility with latest version of AccuKnox platform	✓	✓
Product Integration AnnSignouncements	✓	✓
Co-marketing - blog, webinar	✓	✓
Quarterly Business Review		✓
Dedicated technical and business contacts to work with AccuKnox counterparts		✓
Partner Portal Contribution (Use cases, White paper etc.)	✓	✓
Fulfill training through AccuKnox	✓	More Stringent
Jointly developed account plan, Complete registration and online profile		✓
Business model verified and compliance	✓	✓
Revenue target	None or low	Higher
Approved Market Ready Solution in specific domains or AccuKnox® RFP-Ready Kit	None or basic	✓
Set up Managed CI loop where we validate code against AccuKnox Infrastructure – partners to provide as a service.	TBD by BD	✓

Revenue Share

Type	Financial Model
Reseller	2 Models: 1. Sell at AccuKnox quoted price and mark up to any price reseller wants. The reseller invoices the customer and pays AccuKnox 2. Sell at AccuKnox quoted price and receive 20% reseller. AccuKnox invoices the customer and pays the reseller 20% – Additional 10% incentive for Deal Registration (90-day expiry)
Distributor	Distributor gets 10% of Net Revenues generated. In a multi-tiered distribution if the Distributor needs to offer 20% to the the associated reseller
OEM	AccuKnox gets 33% of selling price, additional discounts available for pre-paid royalties
MSSP	AccuKnox: Partner share revenues 50:50

Type	Financial Model
ISV	Each partner takes their order
SI/GSI	AccuKnox takes the order

Get Started in 3 Steps

Begin your partner journey with AccuKnox in three easy steps:

1. **INQUIRE** Email questions to a partner program specialist at support@accuknox.com or schedule a call (accuknox.com/contact-us)
2. **APPLY** Go to the partner portal (accuknox.com/become-partner)
3. **ONBOARD** Access the partner portal to set up your account and start your journey

Partner Ecosystem

AccuKnox Market Alliance eXcellence represents our entire partner ecosystem, which includes a robust global network of system integrators, hardware, software, and service providers. When you join, you have access to several complementary programs to help you build, optimize, and deliver commercial and open-source solutions based on your deployment and installation preferences. For more detailed information or to schedule an individual consultation, email a partner program specialist at support@accuknox.com

Program Services

Relationship management is facilitated via the Market Alliance Partner. The Market Alliance eXcellence opens the door to an array of services and benefits. AccuKnox Inc. has a growing portfolio of market-leading technology. Learn about our products and how they can complement your technical offerings.

Jumpstart your partner's journey with access to online resources.

Partner Portal

When you join AccuKnox, you have access to a variety of online resources to enable a successful partner journey. The portal is a customized destination to manage your relationship with AccuKnox, including profile management, collaterals, specialization requests and upgrades, and support. You can access partner content and other tools to grow your business efficiently.

Enablement

The Market Alliance eXcellence portal is a platform to help partners sell and deliver AccuKnox-related service engagements smarter, faster, and more efficiently. At no additional cost, content is available globally and in multiple languages. Partner Branding and Logos Use of Market Alliance eXcellence logos provides immediate differentiation of your business. Accreditation and certification logos are highly regarded by customers and represent validated and proven performance of partner staff knowledge, skills, and abilities.

Get Relationship Resources:

Market Alliance eXcellence portal provides access to a growing list of relationship resources via our resource library; like our monthly Program newsletter, insider updates, invitations to special podcasts, and opportunities to participate in moderated social media discussions and more…

Access Technical Help

Market Alliance eXcellence provides technical guidance and helps to align your products with AccuKnox Inc. technology. Knowledge guides, FAQs, and technical office hours can be scheduled with our technical teams through your Business Development team manager from AccuKnox.

Access to AccuKnox Inc. Software

Market Alliance eXcellence provides software subscriptions for all of AccuKnox Inc.'s products to assist in product development, testing, certification, and internal employee training. These subscriptions may also be used for product demonstrations and showcasing with customers.

Align your products with AccuKnox Inc. technology

Get help from our resources guide and from Market Alliance eXcellence technical resources to align your products with AccuKnox Inc. technologies. TECHNOLOGY PARTNER provides access to detailed technical guides, product road Market Alliance eXcellences, and documentation inside an Market Alliance eXcellence sector. A sector is a specialized partner area aligned to an Initiative or Business Unit with the goal of helping validate and certify product(s) on AccuKnox Inc. technology. Full access to the TECHNOLOGY PARTNER sector requires the acceptance of the AccuKnox Inc. Technology

Participate in Early Access Programs

Depending on the lifecycle of the relevant AccuKnox products, TECHNOLOGY PARTNER may provide one or more Partners in the ecosystem the opportunity to provide feedback on pre-released products. The Early Access Program allows Partners to test new releases in their own environment, receive early education on the new features working directly with the AccuKnox BU teams, and verify the usability and functionality of a new AccuKnox product release.

Get AccuKnox Inc. Certified

TECHNOLOGY PARTNER provides two levels of product validation. Self-certified & AccuKnox validated and certified. AccuKnox Inc. Certification is a higher degree of validation, where AccuKnox Inc. validates that the Partner's products have been tested by AccuKnox Inc.'s certification testing process.

AccuKnox Inc. Program Branding

Upon validation, TECHNOLOGY PARTNER allows the Partners to use the "AccuKnox Inc. Self-Certified" or "AccuKnox Inc Validated & Certified" mark in the Partner's marketing programs associated with the validated Partner product(s). These brands show AccuKnox Inc. brand affinity and increase customer confidence that the products are "Tested and Trusted" on AccuKnox Inc. technology.

Drive Market Awareness

TECHNOLOGY PARTNER showcases AccuKnox Inc. validated products driving market awareness, which contributes to sales traction. Validated products will be published in AccuKnox Inc.'s Partner Catalog and accessible to our mutual customers. Solution briefs, product webinars, partner and member blogs, social media updates, event updates, and other communications are examples of market awareness opportunities available from the Program.

Partner accreditation

Earn accreditation when your employees complete a prescribed combination of training courses. Partner accreditation provides you a method to validate your capabilities in a globally recognized program. Your customers can review your accreditations and be confident that you have the skills and capabilities needed to implement the proposed solution.

AccuKnox Partner Advisory Board Invitation

For AccuKnox, supporting key partners extremely well translates to supporting our business extremely well. For that reason, Premier and Strategic partners are invited to participate in our strategic advisory boards—round tables where you and AccuKnox executives sit as peers to work through both problems and opportunities. Here, we listen intently and respond to

your recommendations and needs. Advisory boards allow partners to engage with AccuKnox executives directly to build sustainable success together.

Dedicated AccuKnox Alliance Executive

Strategic partners gain the assistance of an executive within the AccuKnox Alliances organization who is fully dedicated to your success worldwide. This is an individual seasoned in the challenges and opportunities of technology partnering, and who has the executive presence to help you grow your partnership with AccuKnox.

Disclaimer

This Program Guide provides an overview of the AccuKnox Market Alliance eXcellence (MAX). The terms that govern the Market Alliance eXcellence are contained in the AccuKnox Inc. Technology Partner Agreement ("TPA") entered between AccuKnox Inc. and each Partner participating in Market Alliance eXcellence. All terms not otherwise defined herein shall have the meaning set forth in the agreement. To the extent that this guide has been translated into any language besides English, the English version of the guide will prevail over any inconsistencies with a non-English version of the guide.

Program Language Changes

AccuKnox Inc. may require occasional corrections or updates to the guide and reserves the right to make such corrections or updates from time to time and to post such updates to the Market Alliance Partner.

Resources

Categorizing Partner Presentation, Onboarding, and Training into five buckets; Industry, Product, Marketing, Sales, and Contracts.

Industry
6. AccuKnox - Zero Trust CNAPP - Compliance with Gartner CNAPP - (PDF here)
7. NSA Kubernetes Hardening Guide - (PDF here)
8. Competitor Stack Ranking Battlecards - (Folder here)
9. AccuKnox Sales Training - (PPT here)

Product/Technology
1. Product Presentation - (PPT here)
2. Proof of Concept - (doc here)
3. Technical Architecture - (here)
4. Official Certification - Training Portal
   a. AccuKnox Demo Platform Brief - 20 min
   b. AccuKnox CSPM Introduction - 15 min
   c. AccuKnox CWPP Introduction - 15 min
   d. Integrations - 10 min
5. AccuKnox User Manual - (PDF here)

Marketing
1. Sample Email Templates
2. LinkedIn Messaging
3. Videos
4. Blogs
5. White Papers
6. RFP templates
7. Battle Cards
8. Pricing

Sales
1. Sales Process
2. CRM Opportunity fields
3. Opportunity Scoring
4. Deal Registration

Contracts
1. [NDA](#)
2. [Software Licensing Agreement](#)
3. [Sample Pricing](#)
4. [Reseller Agreement](#)
5. [Distributor Agreement](#)
6. [Referral Agreement](#)
7. [MSSP Agreement](#)

Partner Application Process

Step 1: Complete the application form:

Step 2: The application will be reviewed internally to see if the Program Requirements have been met.

Step 3: Notify acceptance into the Partner Program with an email that includes a link to sign our Program Agreement

Step 4: Upon signing, a Welcome Package including the guide and Letter of Authority will be sent with instructions on how to access the tools and benefits one can leverage to grow the business

Example of landing page for program

- https://www.AccuKnox.com/solutions --->On the Ecosystem section
- Have a new Partner program page
- Define the layout of the page – list partners and resources (guides etc.)
- From here it can offshoot to developer resource pages

Legal Documents
1. NDA (Already available)
2. Master partner agreement: Universal agreement for all partners. Outlines the rules of engagement.

On-demand contracts
- Technology alliance agreement,
- License agreement
- System-ready certification agreement
- EULA (End-user license agreement)
- NFR license agreement

Website, Align with Developer program
1. Content
2. Placement
3. Categories
4. Align with the main AccuKnox page
5. Management & Governance

Cross-functional team meetings and buy-in
Dependencies

1. Partner marketing
2. Legal

3. Engineering
4. Enterprise Sales field lead
5. Product mgmt
6. Unified Business Infrastructure resources
7. Partner Program Management
8. BDMs - BDMs per X partners
9. Money/Budget
    a. TAPP
    b. PRM management tool
    c. Co-Marketing
    d. Training & Certifications
    e. Partners influenced Revenue goal and tracking
    f. Incentives for attaining revenue goals. Do GTM around AccuKnox