Safetica Distributor Onboarding

24 months

Stage 0 – Business Kick-off

• Initial Activities – focusing on TOP 10 countries mainly • Choosing the right partner • Closing the the contract

3 months

Stage 1 – Partner Onboarding

A: Initial Onboarding

1. Company introduction
2. Safetica Demo
3. Kick-off Call
4. Technical Materials
5. Product Training
6. Product Evaluation

B: Safetica Tier Training

1. Safetica E-learning – Tier 1: Safetica Certified Associate
2. Required Presales Activities
3. Required Support Level

C: First Security Assessments

1. Go-To-Market Strategy
2. Cooperation on Security Assessment

D: Safetica Partner Program and Certification

1. What is Safetica Partner Program
2. How to use Safetica Partner Program
3. Safetica Certification and Re-certification Process

Communication and Responsibilities

• Definition of Communication Matrix
• Definition of Project Responsibilities

3 months

Stage 2 – Channel Development

E: Business Engagement

1. Business Introduction
2. Website Localization
3. Materials Localization
4. Partner Activities

F: Safetica Tier Training

1. Safetica E-learning – Tier 2 Course
2. Safetica Online Training Session: Safetica Certified Professional
3. Required Presales Activities
4. Required Support Level

G: Channel Activation

1. Definition & Identification of Target Partners
2. Safetica Partner Program Engagement
3. Safetica Licensing Processes
4. Safetica Partner Portal

H: Product Expertise

1. Delivery of Safetica DLP Projects
2. Partner Onboarding
3. Product Features and Top Competitors

I: Business Growth

1. First Public Reference Evaluation
2. Partner Onboarding Evaluation
3. Business Success Evaluation

6 months

Stage 3 – Becoming an Ideal Partner

J: Safetica Tier Training

1. Safetica Academy – Tier 3: Safetica Certified Trainer
2. Required Partner Activities
3. Required Support Level
4. Escalation Process

K: Ideal Partner Requirements

1. Internal Safetica Team
2. Sales and Marketing Activities
3. Onboarding Process
4. Safetica Support
5. Active Partner Profile

L: Ideal Partner Benefits

1. Sales Activities
2. Marketing Activities
3. Support and Training Program
4. Safetica Academy

M: Additional Information

1. Access to Advanced Safetica Tools
2. Distributor vs. Reseller Direct Cooperation

12 months

All Stages

• Regular sales calls • Regular technical calls • Training the reseller network

Parallel with all stages