

FORTRA
CHANNEL PROGRAM

Channel Program Overview





Partnering with Fortra

Our global network of trusted partners enables us to increase our reach and connect with new organizations seeking to improve their IT and security operations. As a Fortra partner, you represent the value of our brand every time you introduce our solutions to customers. Our solutions work together for better efficiency and integration. By helping your customers solve their security and automation challenges you become a go-to trusted advisor – one that helps them simplify administration, reduce overhead, and remove the complexity of working with multiple vendors. Our partners are essential to our strategic growth initiatives, helping us build customer loyalty and generate long-term success.

This document is designed to help you understand who Fortra is as well as the various levels of support we offer through five distinct partnership options.

Getting to Know the Fortra Value Proposition

Fortra is focused on helping exceptional organizations secure and automate their operations. Our suite of best-in-class [cybersecurity](#) and [automation](#) solutions are simple to deploy and manage, making security simpler and more effective while consolidating and automating IT infrastructure.

With over 30,000 customers in over 100 countries, organizations across virtually every industry trust Fortra to provide peace of mind.

Our customers include:

22 of the
top 25
Fortune 500 companies

10 of the
top 10
Financial Services companies

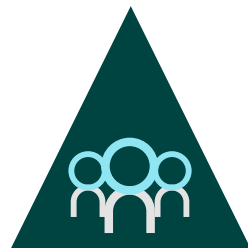
10 of the
top 10
Healthcare companies



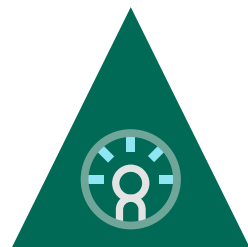
\$800M+
in revenue



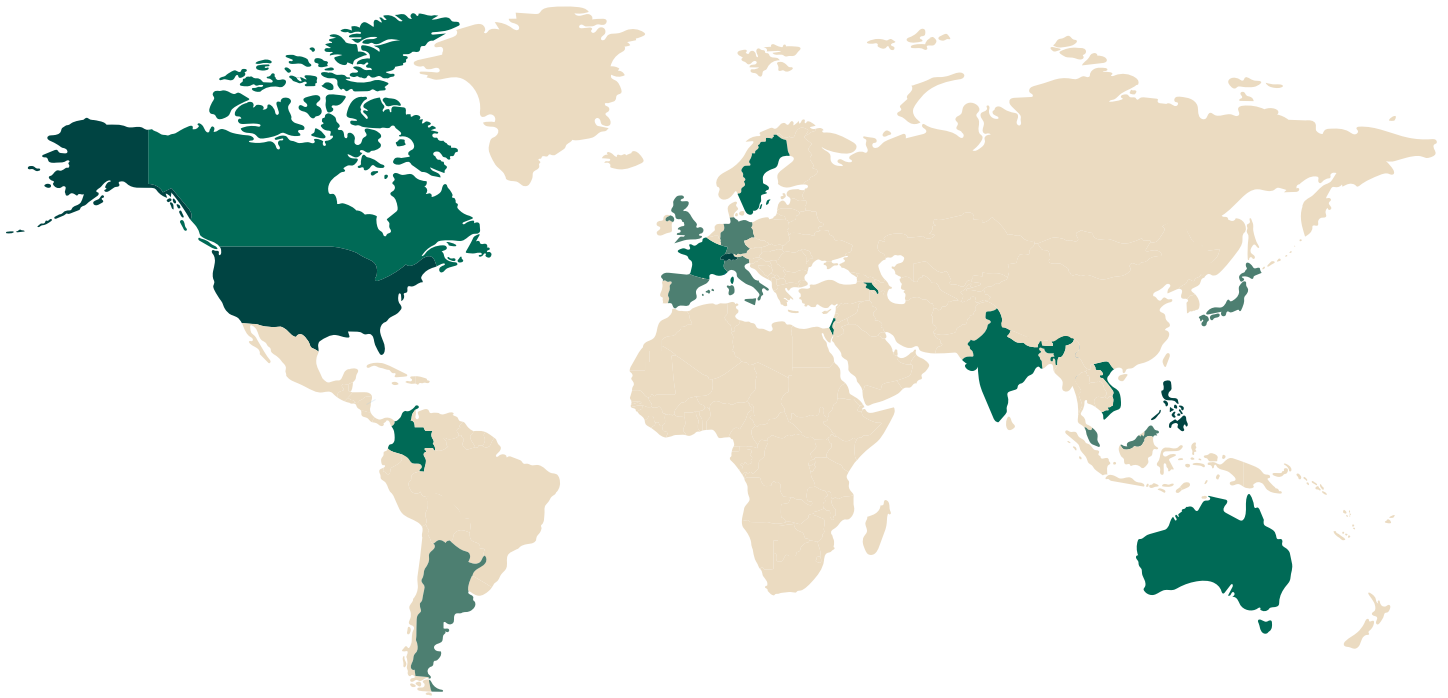
18 Countries
around the world



3,000+
team members



30,000+
customers



Finding the Right Solutions for Your Customers

Your customers look to you to guide them in making critical software selections that support their growth and long-term success. Key to this is recognizing that buying solutions from too many vendors adds unnecessary overhead and complexity. Fortra offers a broad portfolio of cybersecurity and automation solutions to solve your customers' IT challenges and support you in your role as a trusted partner. We'll help you create a simpler strategy for your customers that is ultimately stronger, more effective, and more adaptable.





Cybersecurity by Fortra

Cybersecurity is both a mindset and a coordinated, concrete set of efforts and software solutions deployed throughout an organization. The goal is to thoroughly protect data transmitted each day at all stages of its journey from internal and external threats. Our cybersecurity solution offering spans email security, managed file transfer, data classification, digital rights management, identity & access management, infrastructure protection, penetration testing, and threat intelligence.

Email Security & Managed File Transfer

Protect against data and financial loss from advanced email threats email platforms alone can't stop. Redact sensitive data and remove cyber threats before files are shared with the powerful combination of adaptive data loss prevention (DLP) and secure MFT.

Data Protection

Ensure a holistic approach to data security by classifying sensitive files so you can protect them appropriately, enabling better security workflows that involve employees, customers, and other third parties. Classify PII, PCI, or PHI data and control its access anywhere it travels to comply with security and regulatory requirements.

Threat Intelligence

Fortra threat intelligence solutions provide actionable intelligence and mitigations for threats inside and outside of the corporate environment. Enterprises use Fortra threat intelligence solutions to proactively mitigate external threats across digital channels, enrich security controls, streamline security operations, and accelerate incident response.

Identity & Access Management (IAM)

Meet regulatory requirements for ensuring all roles have the right level of access to information on premise, in the cloud, and on any operating system. A strong IAM approach protects against malicious insiders accessing data they shouldn't while giving employees sufficient access to perform their jobs efficiently.

Infrastructure Protection

Evaluate IT infrastructure security by trying to exploit vulnerabilities in a safe, controlled setting. This includes emulating the tactics and techniques a cyberthief may use to access an IT network. Many government agencies, large businesses, and consulting organizations use Fortra pen testing capabilities alongside our infrastructure protection and IAM solutions.

[Learn more about Cybersecurity Solutions by Fortra](#)

Intelligent Automation by Fortra

Fortra's Automation solutions allow organizations to complete more work in less time, empower employees to automate manual tasks, and centralize their IT team's entire schedule. Robotic process automation (RPA) can automate virtually any business or IT process to free time-strapped administrators to work on more strategic projects. Workload automation centralizes and gives visibility to enterprise-wide tasks from simple batch processes to cross-platform workflows both on-premises and in the cloud. Infrastructure automation supports HA/DR for mission-critical information and infrastructure via advanced monitoring and data collection.

[Learn more about Automation Solutions by Fortra](#)



Partnership Program Options

Fortra offers five programs to meet the needs of partners. You'll find additional detail on benefits further down the page.

Referral Program

These partners refer customers to purchase Fortra products. Our Referral Program provides partners a commission for referring customers to Fortra.

Value-Added Reseller (VAR) Program

These partners resell Fortra software and services to their customers and provide support. Our VAR program is comprised of three partnership levels based on annual sales commitments and achievement of certification requirements.

- **Authorized Partner:** This entry-level tier to our VAR Program gives partners free online sales and marketing certifications through Fortra Academy, discounted Not for Resale (NFR) licenses, and standard marketing benefits.
- **Gold Partner:** This mid-level tier is for partners who achieve the required sales and technical training certifications to resell and provide first-level support to customers. In addition to the above-listed Authorized Partner benefits, Gold partners receive free online sales and technical certifications through Fortra Academy, free Not for Resale (NFR) licenses, a dedicated channel manager, and increased marketing benefits.
- **Diamond Partner:** This is the highest tier that can be achieved in our VAR Program. Diamond partners receive advanced sales and product training to provide level 1 and 2 support to their customers. Our top VAR partners also receive advanced sales and marketing support.

Distributor Program

Our Distributor partners resell and support Fortra's software and services to their resellers. Distributors receive advanced technical assistance, global sales support, and advanced marketing support. Fortra provides these partners with the sales and technical training they need to educate their resellers.

Managed Service Provider (MSP)/Managed Security Service Provider (MSSP) Program

Our MSP/MSSP partners provide Fortra's solutions to their customers within their service offerings. MSP partners are eligible to receive tiered pricing for select products, a dedicated channel manager, online sales and technical certifications through Fortra Academy, and free Not for Resale (NFR) licenses.

- **Starter Package:** Partners receive standard sales and marketing MSP/MSSP program benefits with no upfront annual revenue commitment.
- **Growth Package:** Partners receive standard sales MSP/MSSP program benefits and advanced marketing support with an upfront revenue commitment.

Strategic Alliance Program

These partners embed Fortra's software and services into their offerings to create a unique solution for their customers or partners. Our Technology and Original Equipment Manufacturer (OEM) partners are part of our Strategic Alliance Program. Strategic Alliance partner benefits vary by partnership.

Our Commitment to You

Regardless of your partnership model, you're always looking for better ways to support your customers. Helping them automate and secure their environments is essential in your role as a trusted advisor. Your partnership with Fortra enables you to deliver the value your customer expect.

Our commitment to you is simple: We focus on giving you solutions to improve your customers' everyday operations, save time, and cut costs. Through reliable software, expert services, and outstanding support, we help you solve your customers' business problems and give them peace of mind.



Program Requirements

	Referral Program	VAR Program			Distributor Program	MSP/MSSP Program	
	Referral	Authorized	Gold	Diamond	Distributor	MSP/MSSP Starter	MSP/MSSP Growth
Contract Requirements							
FortraPartner Agreement	●	●	●	●	●	●	●
Non-Disclosure Agreement (NDA)	●	●	●	●	●	●	●
Annual Business Revenue		●	●	●	●		●
Annual Business Plan			●	●	●		●
Training & Certification Requirements							
Basic Sales Training		●	●	●	●	●	●
Certified Sales Trainer (Per Product)		1	1	2	3	Recommended	2
Certified Marketer		1	1	1	1	1	1
Certified Pre-Sales Contact (Per Product)			1	2	3	Recommended	2
Certified Technical Engineer (Per Product)			1	3	4	Recommended	2
Provide Level 1 Support		●	●	●	●	●	●
Provide Level 2 Support			●	●	●	●	●

Partner Agreements

All Fortra partners are required to enter into an agreement that sets the terms, conditions, and operating expectations governing the conduct of Fortra and the partner. Partners must also sign a non-disclosure agreement.

Annual Business Revenue

All partners except Referral and MSP/MSSP Starter partners are required to achieve an annual business revenue goal as established between Fortra and the partner. A partner's level may be revised based upon achievement of this goal.

Annual Business Plan

Fortra VAR Gold/Diamond, Distributor, MSP/MSSP Growth, and Strategic Alliance partners are required to create an annual business plan to achieve their annual business revenue goal as established between Fortra and the partner.



Program Requirements

Training & Certifications

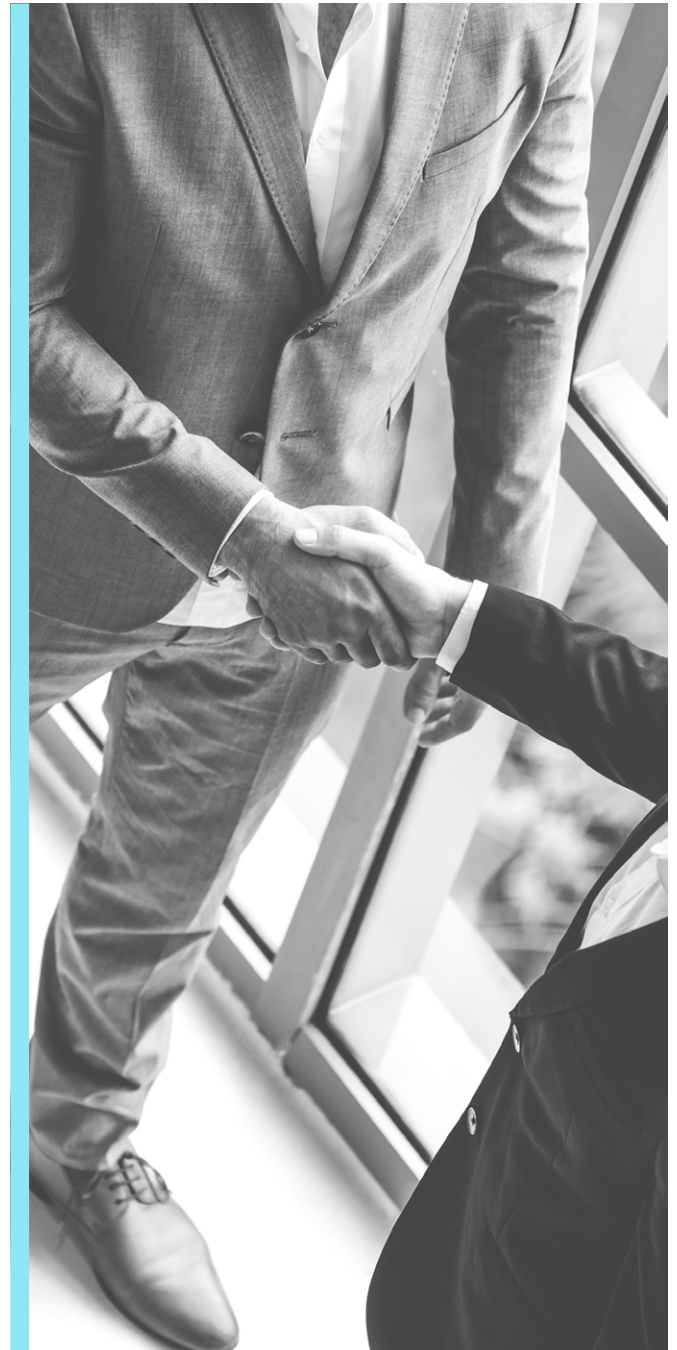
With the exception of Referral partners, all Fortra partners are required to attend Fortra partner training to achieve sales, technical, and marketing certifications based on their tier level.

Level 1 Support

- Fully trained on relevant Fortra products
- Responsible for triage and inbound case processing
- Provide basic support troubleshooting and resolution
- Able to resolve a large number of cases related to common issues, or are “how to” in nature
- If no solution is available, Level 1 personnel escalate incidents to Level 2 personnel

Level 2 Support

- Able to handle a large number of cases that require in-depth troubleshooting and analysis
- Receive cases from Level 1 that couldn't be solved (escalated) and cases identified from the start as being complex
- Support personnel who are product experts with deep knowledge of the solution
- Escalate identified problems or bugs with the software to Level 3 (Fortra)





Sales Benefits

	Referral Program	VAR Program			Distributor Program	MSP/MSSP Program	
	Referral	Authorized	Gold	Diamond	Distributor	MSP/MSSP Starter	MSP/MSSP Growth
Sales Benefits							
Discounts from Product List Price	Commission %	●	●	●	●	●	●
Online Deal Registration	●	●	●	●	●		
Competitive Partner Discounts	Commission %	●	●	●	●	●	●
License Renewals Through Partner		●	●	●	●	●	●
Customer Account Protection for Renewals		●	●	●	●		
Eligible for SPIFF Promotions		●	●	●			
Access to FortraPartner Portal			●	●	●		
Dedicated Channel Manager			●	●	●	●	●
Training & Certification Benefits							
Free Sales & Marketing Certification Courses Through Fortra Academy		●	●	●	●	●	●
Free Pre-Sales & Technical Engineer Certification Courses Through Fortra Academy			●	●	●	●	●
Not For Resale (NFR) Licences		Discounted	Free	Free	Free	Free	Free

Deal Registration

Deal registration allows Fortra partners to register deals to qualify as the partner of record and become eligible for special discounts. Partners can enjoy the following benefits:

Deal Protection

Partners can register opportunities with Fortra to ensure deal protection once approved by the Fortra channel team. Partners who find, qualify, and register deals will receive the top discounts for those deals.

Streamlined Deal Process

Partners who provide details of a deal during deal registration can receive additional support to help them win those deals.

Demo Not for Resale (NFR) Licenses

NFR licenses are demonstration licenses that support our partners as they sell Fortra products. NFR licenses are free for our VAR Gold/Diamond, Distributor, and MSP/MSSP partners upon completion of available technical courses. VAR Authorized partners are eligible to receive discounts for NFR licenses.



Sales Benefits

Fortra Academy

Our online learning platform, Fortra Academy (FA), provides partners with access to a variety of online training courses on our solutions.

Partner Portals

The Fortra partner portal provides access to materials specific to your solutions. The portal houses sales tools, product information, marketing resources, and technical support resources.

Competitive Discounts

Fortra VAR and Distributor partners receive discounts off the list price. The discount level increases by partnership level. For select products, MSP/MSSP partners can receive discounts off the list price which increase by license tier.

SPIFF Program

Our SPIFF Program provides VAR partners additional incentives to award partner sales representatives who sell a chosen solution or sell into a specific industry.

Dedicated Channel Manager

Our dedicated channel managers work with partners to help maximize their collaboration with Fortra. VAR Gold/Diamond, Distributor, and MSP/MSSP partners are eligible to receive a dedicated channel manager.

The following courses are applicable to you based upon your role:

Sales Certification Course

The partner representative will learn how to identify opportunities for a solution, position the value proposition to a prospect, and address any objections. This course is suitable for those in sales, pre-sales, and marketing.

Technical Certification Course

The partner representative will learn how to demonstrate a solution to a prospect, deliver a successful proof of value, troubleshoot issues corresponding to 1st line support, and deploy the product. This course is for pre-sales, professional services, and support roles.

Pre-Sales Certification Course

This course is intended to build on the corresponding sales and technical courses. The partner representative will learn how to demonstrate a solution to a prospect and scope a proof of value. This course is suitable for pre-sales roles, but those in services will also benefit.

Marketing Certification Course

This course gives partner representatives a general orientation to available resources and how to engage with the Fortra marketing department. The course is for marketing and sales roles.



Marketing Benefits

Marketing Benefits	Referral Program	VAR Program			Distributor Program	MSP/MSSP Program	
	Referral	Authorized	Gold	Diamond	Distributor	MSP/MSSP Starter	MSP/MSSP Growth
Partnership-Level Badge	●	●	●	●	●	●	●
Marketing Team Onboard		●	●	●	●	●	●
Joint Marketing Plan with Fortra's Channel Marketing Team			Quarterly	Monthly	Quarterly		Quarterly
Marketing Development Funds (MDF) Program			●	●	●		●

Marketing Team Onboard

Partners will receive an overview of Fortra marketing benefits and publishing guidelines. Partners will receive a unique partner web tracking code, solution email templates, Fortra logos, and many other perks during their marketing team onboard.

Partnership Status Badge & Certificate

Fortra partners can market their partner status through their partnership status badge and certificate. Partners must comply with Fortra's marketing publishing guidelines on the partner portal.

Joint Marketing Plan

Fortra marketing works with partners at the VAR Gold/Diamond, Distributor, and MSP/MSSP Growth levels to provide support in creating joint marketing plan and reports. The Fortra Channel Marketing team will provide partners with the latest marketing assets, including solution slide decks, datasheets, and upcoming email campaigns.

Marketing Development Funds (MDF) Program

Our Marketing Development Funds (MDF) Program provides partners financial support to grow their business by increasing lead generation through promotion of Fortra products and services. Our VAR Gold/Diamond, Distributor, and MSP/MSSP Growth Partners are eligible to receive these funds. Partners who met the previous year's annual performance goals and who commit to dedicating resources and revenue to Fortra solutions are eligible to receive MDF in the current year.

Fortra must approve all marketing material and events prior to use. Items requiring approval include co-branded sales enablement tools, and industry targeted email campaigns, as well as support for seminars, affiliate webinars, tradeshow, and/or telemarketing. Travel expenses, accommodations, meals, entertainment, merchandise/giveaways, and public relations are not covered.



Become a Valued Fortra Partner

Successful companies need a trusted network of security and automation solutions to augment their business performance, ensure sensitive data remains secure, and provide oversight to users. They must also seek ways to reduce the overhead and redundancy of expanding software footprints. By using a solution-selling approach, our partners help our customers reduce the complexity and cost associated with extraneous vendors. In this way they can rely fully on Fortra's security and automation software to simplify critical security and IT processes—and achieve peace of mind.

**Interested in
partnering with
Fortra?**

Contact Us

FORTRA

About Fortra

Fortra is a cybersecurity company like no other. We're creating a simpler, stronger future for our customers. Our trusted experts and portfolio of integrated, scalable solutions bring balance and control to organizations around the world. We're the positive changemakers and your relentless ally to provide peace of mind through every step of your cybersecurity journey. Learn more at fortra.com.