

|| BRIDGE PARTNER PROGRAM GUIDE ||

BRANDEFENSE
Digital Risk Protection Services

www.brandefense.io



Unleash the Power of Collaboration: **Join Our Partner Program!**

Welcome to the Brandefense Partner Program Guide.

This guide is designed to provide you with an overview of our partner program, the benefits of partnering with us, and the steps to become a successful partner in offering digital risk protection services.

We appreciate your interest in joining our program and look forward to a mutually beneficial partnership.

ABOUT BRANDEFENSE



+300M

Botnet Database Record



+30.8B

E-mail Breach Database



+10K

Incidents Every Month



+10K

Advanced Threats
Detecting Every Month

Your Trusted Partner in Simplifying Cyber Threat Monitoring and Protection

Digital risk protection services aim to proactively identify, monitor, and mitigate digital risks faced by organizations. These risks include brand abuse, data breaches, online fraud, phishing attacks, social media impersonation, and more.

Brandefense helps companies monitor, identify, and analyze cyber threats and criminal behavior, simplifying the process for security professionals. Our goal is to be the leading provider of cyber threat intelligence and brand monitoring services, assisting customers in protecting their brands and reputations against cyber threats.

By partnering with us, you can help organizations protect their digital assets, reputation, and customer trust.

INTRODUCING THE BRANDEFENSE BRIDGE PARTNER PROGRAM

Brandefense is delighted to introduce the Bridge Partner Program, a dynamic initiative designed to empower partners seeking to enhance sales growth, optimize business operations, and forge strong alliances. With a range of partnership levels, this program offers a diverse array of requirements and benefits, tailored to meet the unique goals and aspirations of prospective partners looking to integrate Brandefense solutions into their business portfolios.



By joining the Brandefense Bridge Partner Program, businesses gain access to a wealth of resources and support that will propel their success. Our four distinct partnership levels ensure a personalized approach, allowing us to understand and address your individual needs. Whether you're seeking to expand your sales, streamline operations, or establish reliable alliances, our program has you covered.

PARTNER PROGRAM TIERS

Our partner program consists of different tiers based on your level of commitment, expertise, and business impact.

The tiers include



Authorized Partner

Entry-level tier with basic benefits and access to partner resources.



Silver Partner

Demonstrated commitment and sales performance, eligible for increased benefits and incentives.



Gold Partner

Significant commitment, sales success, and higher level of benefits, including lead generation support.



Platinum Partner

Top-tier partnership with the highest level of benefits, dedicated account management, and strategic collaboration.

BENEFITS OF PARTNERING WITH US



COMPREHENSIVE SOLUTIONS

Gain access to our robust suite of digital risk protection services, including threat intelligence, external attack surface management, dark web monitoring, domain monitoring, social media monitoring, and incident response.



TRAINING AND SUPPORT

Receive comprehensive training, sales enablement resources, and technical support to help you succeed in promoting and delivering our services.



COMPETITIVE ADVANTAGE

Differentiate yourself in the market by offering cutting-edge digital risk protection solutions to your clients, enhancing your portfolio and customer value proposition.



CO-MARKETING OPPORTUNITIES

Collaborate on joint marketing initiatives, events, and campaigns to increase brand visibility and generate leads.



REVENUE GENERATION

Earn attractive margins and incentives through referrals, reselling, or co-selling our services.

PARTNER BENEFITS

From access to specialized resources and dedicated support to unique networking opportunities and enticing rewards, our partner benefits are tailored to empower and reward you every step of the way.

BENEFITS	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	AUTHORIZED PARTNER
Back-end Rebate	Ask Your Representative	Ask Your Representative	Ask Your Representative	-
MDF	Ask Your Representative	Ask Your Representative	Ask Your Representative	-
Provided Leads	✓	✓	Limited	-
CM (Channel Manager) Support	✓	✓	Limited	Limited
Deal Registration Protection	✓	✓	✓	✓
Partner Portal Access	✓	✓	✓	✓
Pre-Sales Support	✓	✓	✓	Limited
Post-Sales Support	✓	✓	✓	✓

PARTNER REQUIREMENTS

Brandefense requires partners in each level to meet minimum revenue thresholds and training requirements to maintain their status. Partners may move up in the Brandefense Bridge Partner Program when they meet or exceed their requirements.

REQUIREMENTS	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	AUTHORIZED PARTNER
Annual Bookings Commitment	Ask Your Representative	Ask Your Representative	Ask Your Representative	-
Annual Business Plan with Quarterly Review (QBPs)	✓	✓	-	-
Quarterly Sales Forecasting / Pipeline Reviews	✓	✓	-	-
Quarterly PI Hunting Deal Registrations	6	4	2	-
Brandefense Sales Specialist	3	2	1	Optional
Brandefense Technical Specialist	2	1	1	Optional
Online Demo Capability	✓	✓	Optional	-
Quarterly Marketing Commitment	✓	✓	✓	-
Brandefense Represented on Their Website	✓	✓	✓	✓
Brandefense Master Agreement	Required	Required	Required	Required

PARTNER DISCOUNT PROGRAM

Brandefense values and rewards partners who actively contribute to the growth of their network. As a Brandefense Partner, you have the opportunity to earn additional discounts and increase your reputation by involving new customers in the Brandefense network.

It's important to note that the specifics of the discounts and rewards offered by Brandefense may vary depending on the partnership types and the level of engagement in bringing new customers.



To get more detailed information about the discounts and rewards, please refer our partner program documentation.



TEAMING

By evaluating the sales opportunities initiated by Brandefense early, you can identify ways to add value.



HUNTING

Be proactive in offering BRANDEFENSE solutions to your customers, as it allows you to unlock the highest level of rewards and gain access to exclusive discount opportunities.

PARTNER PROGRAM STEPS

01

Application

Complete the partner program application form on our website or contact our partner team directly.



02

Evaluation

Our partner team will review your application and assess your eligibility based on the requirements mentioned above.



03

Agreement

If approved, we will provide you with a partner agreement outlining the terms and conditions of the partnership.



04

Onboarding

You will receive onboarding materials, training resources, and access to partner portals and support channels.



05

Go-to-Market

Develop a joint go-to-market strategy, including sales and marketing activities, lead generation, and collaboration on customer engagements.



06

Ongoing Support

Benefit from regular business reviews, technical support, training updates, and co-marketing opportunities.



THANK YOU

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LET'S TALK

By becoming a partner in our Digital Risk Protection Services program, you can leverage our expertise and comprehensive solutions to deliver added value to your clients, grow your business, and differentiate yourself in the market.

We are excited to have you on board and look forward to a successful and rewarding partnership.