



HEIMDAL™
SECURITY

OPSWAT.
CERTIFIED

 **Capterra**
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2021
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Awards
WINNER

AV
comparatives


AWARDS 2021
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SOLUTION OF THE YEAR

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Heimdall™ Security

Partner Programme

A Unified, Intelligent Security Offering

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Welcome to Heimdal™

Partner Up with Heimdal™ and Grow Your Business by Recommending our Market-Leading Proactive Security Suite

We're delighted to partner up with you to optimise your Heimdal™ business and bring your customers the world's number 1 proactive security solution. Our technology allows you to prevent, detect, hunt and respond to even the most sophisticated attacks, while also providing you with the best tools to manage user privileges, your IT assets, and fully automate your Microsoft and third-party patching. We have 10 different modules in our stack, divided into 6 overall categories, all addressing Gartner's top risk mitigation issues for 2021.

When you partner up with Heimdal™, you are introducing a new revenue stream, while helping your customers increase their layers of security by reselling unique, powerful, flexible and scalable products that fill a market gap. We combined ease of use with reliable protection to make data safety effortless for anyone.

At Heimdal™, we have created a transparent, easy-to-understand partner programme and we have a desire to build fair, mutually beneficial relationships, where you are supported through the whole sales cycle and rewarded for your hard work.

We look forward to welcoming you!

Best regards,

Alan Case

Channel Sales Manager

Why Partner Up with Heimdal™

With A Heimdal™ Partnership... Less Is Always More.

The concept of less is more is based on the value of simplicity and that by having less, you can actually create more. A partnership with Heimdal™ works on the same principle; as a Heimdal™ partner, you will feel secure and happy having to manage less because you are gaining so much more value. Curious how we do that? Then please do read on...

At Heimdal™, we recognise that juggling multiple things at once means you can barely maintain focus on the ones that matter. You are stretching yourself too thin and the result of this is little or no productivity at all. We at Heimdal™ are able to help you focus and achieve tangible, commendable and more importantly, profitable results by focusing on fewer, but critically more productive aspects of a vendor-partner relationship. A partnership with Heimdal™ offers less complexity, less fuss, less ambiguity and less hassle. We value clarity, integrity, transparency, exactitude, and enjoyment.

Therefore, in the spirit of practicing what we preach – there are only 3 reasons why a Heimdal™ partnership delivers more with less:

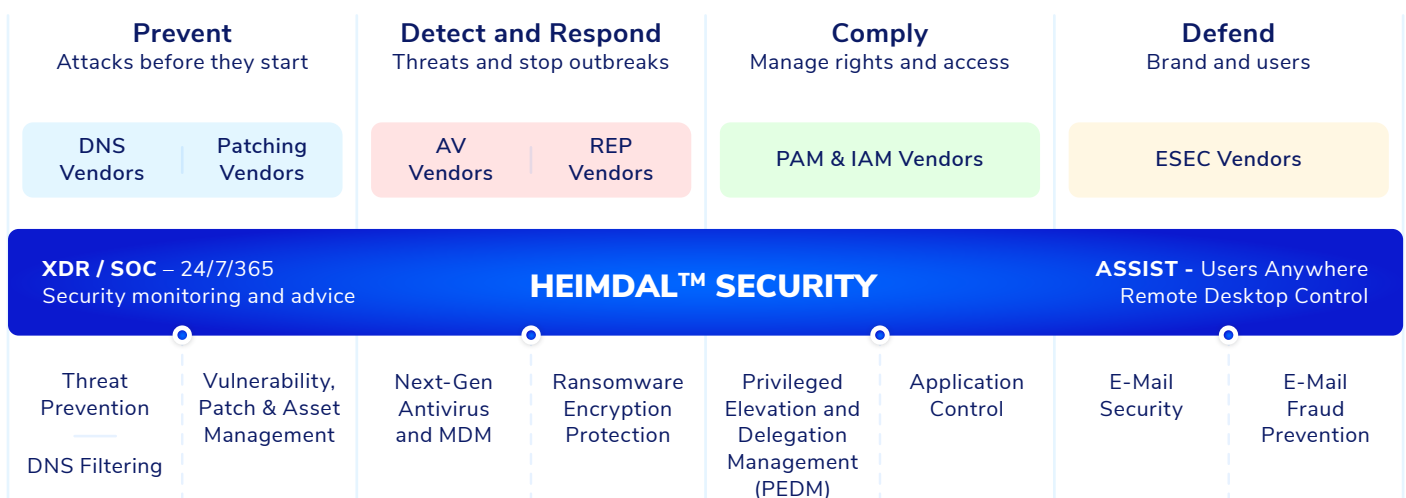
1. We offer world-class products in a truly unified dashboard
2. We have one of the industry's most exciting land and expand business strategies (depth & breadth)
3. Referral Programme - visible and manageable in our Partner Lounge, so we can handsomely reward partners for recommending Heimdal™

Market Drivers

Our vision is **A Unified, Intelligent, Security Platform**

seamlessly aligned with Gartner© Top 10 security projects

Innovative components, working as one through AI, enabling you to replace up to 7 vendors with 1.



Unified Security Platform with Prevention, Detection, Response (E-PDR)
Privilege Access Management, Unified Endpoint Management (UEM) and
IT Asset Management tailored to your needs

Heimdal™ Unified Threat Dashboard

World-Class Products in a Truly Unified Dashboard

Our Unified Threat Dashboard holds unlimited potential for thorough cyber risk evaluations, and features either a single, stand-alone Heimdal™ module, or our full range of state-of-the-art security tools.

The Heimdal™ UTD stores the entire history as long as you are our customer and will help you perform compliance audits and risk assessments. Coupled with weekly reports, data exports, email alerts and data drill down built in, Heimdal™ UTD offers a powerful and simple way to manage your environment.

Why choose Heimdal™'s Unified Threat Dashboard:

It's Intelligently Connected - Heimdal™'s offering has been designed and perfected with a "one-agent- for-all" strategy in mind. This ensures that the more you plug in, the smarter they become.

It's Overarching - Evaluates and measures your ability to prevent, detect and respond to threats and checks the networks, systems, processes, and users in your organisation on an ongoing basis.

It's Adaptive - It can be fully customised to suit a wide range of business requirements. It enables you to view accurate metrics and reports for everything of interest.

It Provides Real-time Data - Get actual, live data from your environment. Heimdal™ UTD features continuous data aggregation and real-time alerts and reports, so you can continuously keep your organisation secure.

It's Fast - Benefit from quick setup and implementation, even in highly complex environments. Once configured, the Heimdal™ deployment is simple and easy and can happen through any MSI deployment tool.

Programme Benefits

Commercial Benefits	Silver	Gold	Platinum
Deal Registered	25%	30%	35%
Collaborative	15%	20%	20%
Channel boost	6%	10%	10%

Key Benefits	Silver	Gold	Platinum
Deal Registration	✓	✓	✓
Partner Sales Training & Certification	✓	✓	✓
Marketing Resources*	✓	✓	✓
Customer Success Manager	✓	✓	✓
Dedicated Partner Manager	✓	✓	✓
Logo on Heimdal™ Website	✓	✓	✓
Partner NFR's & Discount Scheme	✓	✓	✓
Onboarding and Enablement Checklist	✓	✓	✓
Customised Campaigns**		✓	✓
Partner Technical Training & Certification		✓	✓
Referral Programme			✓
Eligibility to Apply for Joint Marketing Funds			✓
Priority Pre-Sales/Post-Sales Support			✓

*We provide partners with marketing assets (see page 14).

**We provide partners with materials for the creation of customised (co-branded) marketing campaigns.

Key Benefits	Silver	Gold	Platinum
Annual Partner Generated Revenue	Up to £25,000	£25,000 to £75,000	£75,000 plus
Security Professionals	-	1	2
Trained Sales Staff (Heimdal Academy)	-	80% Part I 50% Part II	80% Part 1 & II
Marketing	-	1 x's Quarterly Outreach Activity	1 x's Monthly Outreach Activity
Partner Sales Teams Engagement	-	2 x's Quarterly Access to Sales Floor	2 x's Quarterly Access to Sales Floor
Heimdal Logo on Partner Website	Yes	Yes	Yes
Renewal Retention	85%	85%	85%

Programme Levels

- We review programme levels on a quarterly basis and where partners have generated enough revenue to meet the requirements of a higher tier, they will be promoted.
- We may also accelerate partners based on their commitment and efforts. Your Channel Account Manager will discuss this with you during your quarterly review.
- We may also move partners to a lower tier if we see that they have missed their revenue target for two consecutive quarters.

Description of Margin Benefits

Summary of Margin Benefits

Deal Registered

Partners receive their maximum margin based on their programme level when they register net-new deals to Heimdal™ and continue to help close the deal. By registering deals, the deal-registered partner receives a competitive edge in pricing, providing the best chance to close the deal to the partner who initiated it.

Collaborative

Deals that are not eligible for deal registration but have been worked equally between the partner and Heimdal™ sales person.

Channel Boost

Certain partners may be eligible for Channel Boost opportunities. These are opportunities that have been generated via our sales team.

Deal Registrations

At Heimdal™ we work hard to build trusted relationships with our partners and we want to reward you for the opportunities you generate.

Partners will be recognised with the margin relevant to their partner tier provided deal registration criteria is met;

- Deal registrations should be submitted via email to the Channel Team and you will receive an initial response within 24 hours to confirm this is approved or denied.
- Once approved, the deal registration will be valid for 90 days and will be reviewed regularly by the channel team and the partner during this time in line with the sales cycle and process.
- If a deal registration is not progressed by the partner during the 90 days, the deal registration will become null and void.

Support and Renewals

Renewals

Through offering unrivalled technology and first-class customer support we consistently see a minimum of 95% renewals.

We offer incumbency protection for all renewals based on the partner level and how the initial deal was generated as per the table below:

Original deal type	Silver	Gold	Platinum
Deal Registration	25%	30%	35%
Collaborative	15%	20%	20%
Channel Boost	6%	10%	10%
Non Incumbent	6%	10%	10%

Support

Customers are assigned a customer success manager to help them onboard and to serve as their single point of contact throughout their lifetime with Heimdal™. They will make regular contact and keep them up to date on new products and any enhancements to our solutions.

Technical support is available 365 days a year, 24 hours a day, 7 days per week by phone and email. Delivered from Europe.

Programme Changes

Programme Changes, Reservation of Rights and Terminations

Heimdal™ reserves the right to alter or discontinue the Heimdal™ Partner Programme at any time, including this Programme Guide, and without limitation any conditions, requirements or benefits contained herein. All such changes shall be effective immediately.

If you disagree with any change or modification, you may terminate your participation in the programme. Additionally, Heimdal™ reserves the right to suspend or terminate a partner's status or participation in the programme if the partner does not maintain their good standing in the programme, or fails to comply with Heimdal™ policies.

Each partner is required to have a valid agreement in place with Heimdal™, in order to participate in the partner programme.

Marketing Assets

- Product Datasheets
- Buyer's Guide
- Channel Partner Email Templates
- Deal Registration Info
- Template for Contacting Your Regional Channel Group
- Heimdal™ Logo
- Heimdal™ Blog link
- Best Practice Guide for Product Settings

Onboarding Checklist

- Partner agreement signed
- Credit form completed
- Data processing agreement sent
- Demo delivered
- Map out organisation structure
- Deal registration criteria sent
- Deal registration template sent
- Sales collateral access granted
- Unique partner tracking links sent
- Pricelist sent
- Sales training agreed
- Marketing activity agreed
- Add partner logo to Heimdal™ website
- Add Heimdal™ logo to partner website
- Issue partner certificate
- Targets agreed
- Business review scheduled
- Welcome meeting - Introduction to Heimdal™ Sales team & Heimdal™ org structure (direct & CSM)
- Welcome Pack (coincides with the marketing resources discussed)

About Heimdal™

We are a global Cyber Security company, with our head office based in Copenhagen.

The name Heimdal™ originates from Norse mythology where Heimdall was the guard who protected the rainbow bridge leading to Asgaard – the land of the Gods.

Here at Heimdal™, the whole foundation of what we do is down the same lines – we provide a multi-layered security suite which combines threat prevention, endpoint rights management, and antivirus and email security, which together secure customers against cyberattacks and keep critical information and intellectual property safe.

Heimdal™ has been providing proactive security since 2014 and was built by ethical hackers to defend against threat actors. In fact, the smart guys who built our core product were the first non-U.S. team to win the Las Vegas Defcon Hacking Championships. They took that intelligence and used it to track down the malware responsible for Cryptolocker.

The core of what they produced was our Threat Intelligence, knowing how hackers are breaking into our systems and finding the bottlenecks that we can block and make sure that we can limit that access.

Today we have the market-leading products in Threat Prevention and our Threat Intelligence is praised by the FBI and endorsed by the Danish Cybercrime Police.

We are able to utilise artificial intelligence and machine learning to track new movement of cyber criminals and drive new intelligence into our products.



HEIMDAL™
SECURITY

Thank you
for considering a partnership with us!

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