



# Delinea Partner Program - EMEA and APAC

Join Delinea to grow your sales and profits with a leader in Privileged Access Management and security solutions

With over 180,000 IT administrators using our software globally, demand for our products is constantly increasing and we're looking for dedicated partners to sell, support and extend our Privileged Access Management solutions. Boost your sales and market share by offering your customer's the best value for solving the urgent business challenges of managing and protecting privileged password credentials. Fastest to deploy and easiest to use, your customers will find Delinea solutions simply indispensable.

## ✔ Why become a Delinea Partner?

- Help your customers solve their cybersecurity challenges with industry leading privileged access management solutions.
- Increase your revenue base – sell more solutions with significant margins, positioning your organisation to sell additional implementations and services.
- Delinea Partner Portal with on-demand training, sales and marketing resources.

## ✔ We make your task even easier.

- The market for Privileged Access Management (PAM) products is growing rapidly and globally.
- Compared to other solutions in the market, Delinea solutions are simpler and faster to implement.
- Delinea solutions are available as an on-premise solution as well as a cloud solution.
- Trial and demo licenses are available to show and test Delinea software.
- Use our best practice templates to quickly solve real business problems for your customers.

## Take advantage of turn-key marketing campaigns:

Use ready made marketing campaigns to engage and inform prospective new customers.

Educate your customers on the differences between a password vault and a full PAM solution.

Show your customers how a PAM solution can help mitigate risk and better protect their attack surface.

## Choose the Partnership that works best for you.

Join us in selling the best value in enterprise-class privileged access management tools.

- Do you already sell and support enterprise-level IT infrastructure, IT security or compliance-focused solutions?
- Do you offer complimentary software/hardware?
- Do you offer professional services related to IT security?
- Do you have an existing customer base that has a need for Identity and Access Management tools?

If the answer on two of the above questions is yes, we would like to work with you. Let's talk and determine which partnership type best fits your business.

### ✔ **Delinea Authorised Reseller or Certified Reseller Partners**

Value Added Resellers can benefit from our highly profitable partnered sales model with a predictable and rapid selling cycle. Resellers receive significant margin discounts, a variety of training and education support, access to a resource rich Partner Portal, co-marketing funds and a lucrative rewards program.

### ✔ **Delinea Technology Partners**

We know how important it is for technology providers to be able to closely integrate Privileged Access Management into their customers' overall IT and security technology ecosystem. Delinea software delivers a seamless experience for your customers with robust API capabilities and out-of-the-box integration to ensure interoperability from day one.

With access to expert software and technical resources for integration assistance, technical and sales training and co-marketing you'll gain your share of the rapidly growing PAM market.

### ✔ **Delinea Trusted Advisor Partners**

The Delinea Trusted Advisor Program is a great way for Consultants that are seen by their customers as a trusted advisor but are not in a position to resell to work with Delinea. The Consultant can choose their level of involvement but, ideally, works with Delinea and the customer throughout the sales cycle up until deal closure.

## Partner Program Key Features

- Deal registration and margin protection
- Delinea Partner Portal
- Sales and technical training
- Sales and marketing resources
- Lead generation assistance

### **And, based on the partnership level:**

- Technical classroom training
- Certified consultant training
- Dedicated Partner Manager



**Become a Partner Today!**

[delinea.com/partners/partner-application](https://delinea.com/partners/partner-application)

## OVERVIEW

Partner Program - EMEA and APAC

	Authorized Reseller	Certified Reseller	Technology Partner	Trusted Advisor
<b>PROGRAM BENEFITS</b>				
<b>SALES SUPPORT</b>				
Access to Partner Portal	✓	✓	✓	✓
NFR Software (Demo, Testing use only)	50% discount	FREE	FREE	
Internal Use Software (Production, Non-Demo Use)	50% discount	50% discount	50% discount	
Sales Tools & Support	✓	✓	✓	✓
Partner Manager		✓	✓	
Access to MSP program		✓		
<b>MARKETING SUPPORT</b>				
Eligible Lead Distribution		✓		
Marketing Tools & Support	✓	✓	✓	
Co-Marketing & Support		✓	✓	
Custom Webinar Events		✓	✓	
Marketing Funds		Eligible	Eligible	
Listing on www.delinea.com Partner Directory	✓	✓		
<b>BUSINESS SUPPORT</b>				
Executive Briefings		✓		
Deal Registration and Margin Protection	✓	✓		✓
Priority Pre-Sales & Technical support		✓		
<b>ENABLEMENT</b>				
Online Sales & Technical Training	✓	✓	✓	✓
Onsite Sales Training		Eligible	Eligible	
Custom Technical Training		Eligible	Eligible	
<b>PROGRAM REQUIREMENTS</b>				
<b>CERTIFICATION</b>				
Sales Certification	1 Sales rep	2 Sales reps	1 Sales rep	dependent on consultancy approach
Sales Engineer Certification	1 Engineer*	2 Engineers*	1 Engineer*	dependent on consultancy approach
Secret Server Administrator Certification		1 Engineer		dependent on consultancy approach
<b>BUSINESS REQUIREMENTS</b>				
Provide Product Demos	✓	✓	✓	
Annual Delinea Revenue	\$175,000	\$350,000		
Number of Closed Deals per annum	6 - 10	>10		
Business Plan		✓		
Quarterly Business Reviews		✓	✓	
Cost to Participate	\$0	\$0	\$5,000	
Primary Purchase Path	via Distribution**	via Distribution**		

\* these can not be the same persons as the Sales Certified Reps \*\* Applies to all territories where Delinea has a distributor

## Delinea

Delinea is a leading provider of privileged access management (PAM) solutions that make security seamless for the modern, hybrid enterprise. Our solutions empower organizations to secure critical data, devices, code, and cloud infrastructure to help reduce risk, ensure compliance, and simplify security. Delinea removes complexity and defines the boundaries of access for thousands of customers worldwide. Our customers range from small businesses to the world's largest financial institutions, intelligence agencies, and critical infrastructure companies. [delinea.com](https://delinea.com)