

RETARUS PARTNER PROGRAM GUIDE

Secure Email Platform

March 2021



Retarus Partner Program Guide for Secure Email Platform

WELCOME TO THE RETARUS PARTNER PROGRAM

Dear valued partner,

A warm welcome to the world of Retarus. You are now partnering with a trusted team of experts that will support your ongoing success: Committed to delivering innovative services to customers around the globe, our flexible business model enables you to increase sales by adding Retarus' full suite of reliable, secure and innovative solutions to your existing portfolio.

Retarus works with its partners to develop long-lasting business relationships that increase profits and build recurring revenue streams. Our comprehensive portfolio of global cloud-based solutions enables you to offer your customers services that will drive new business, add value and assist them in establishing a competitive advantage.

ABOUT RETARUS

With outstanding solutions and services, intelligent infrastructure, and patented technology, Retarus manages communication for leading companies worldwide. Retarus' state-of-the-art technologies, highly available data centers, and innovative cloud messaging platform offer maximum security, maximum performance, and business continuity. With experience in steering information flows at the enterprise level, Retarus ensures that information is transferred securely and reliably to the right place, at the right time, in the right format—since 1992 and with now 15 subsidiaries on four continents. Seventy-five percent of DAX 30, half of all EURO STOXX 50, and 25 percent of S&P100 companies rely on Retarus services.

THE SECURE EMAIL PLATFORM

Email is essential for business digitization and a complex challenge for IT departments regarding security, compliance, availability, and scalability.

You and your customers can rely on the Retarus Secure Email Platform: the complete best-in-class solution for email including security and continuity, transactional and marketing email, real-time monitoring and analytics, as well as workflow and routing services. Made in Europe. Stays in Europe.

ABOUT THIS GUIDE

This Program Guide is intended for all partners of Retarus' Partner Program for Secure Email Platform.

Along with the Partner Agreement, the Partner Pricebook and all supplements, this guide represents the terms and conditions for participation in the Retarus Partner Program for Secure Email Platform.

Partners are kindly requested to carefully read this Partner Program Guide as well as all additional supplements published in the password-protected Partner Area on the Retarus website.

OVERVIEW

The Retarus Partner Program for Secure Email Platform is specially tailored for:

- Managed Security Services Providers (MSSPs) and System Integrators (3 partner levels)
- Channel partners, as Distributors and Indirect Resellers

MANAGED SECURITY SERVICES PROVIDERS

PLATINUM PARTNERS

have achieved the highest Partner level. On top of Gold Partner benefits they receive priority marketing support and much more.

GOLD PARTNERS

meet ambitious requirements to receive increased discounts and marketing support - on top of the Silver Partner benefits.

SILVER PARTNERS

have reached annual revenue targets and receive benefits as enhanced discounts, sales and technical trainings.

CHANNEL PARTNERS

DISTRIBUTORS

market the Retarus Secure Email Platform in designated territories and sell the services through indirect resellers.

INDIRECT RESELLERS

purchase Retarus services via authorized distributors. To achieve partner status, they just need to attend certification trainings.

PROGRAM BENEFITS OVERVIEW

Retarus partners receive a variety of benefits, depending on their achieved partner level as outlined in the table below:

	MANAGED SECURITY SERVICES PROVIDERS (MSSP)			CHANNEL PARTNERS	
	PARTNER SILVER	PARTNER GOLD	PARTNER PLATINUM	DISTRIBUTOR	INDIRECT RESELLER
COMMERCIAL					
PARTNER DISCOUNTS	see partner pricebook			see partner pricebook	
COMPETITIVE STATUS MATCH	-	○	●	-	-
MARKET DEVELOPMENT FUNDS	○	●	●	●	○
INTERNAL USE RIGHTS	●	●	●	●	-
DEMO, TEST ACCOUNTS	●	●	●	●	○
PARTNER ENABLEMENT AND TRAININGS					
PARTNER AREA	●	●	●	●	●
SALES TOOLS	●	●	●	●	○
LEAD SHARING	○	●	Priority	●	○
WELCOME KIT	●	●	●	●	●
NAMED PARTNER MANAGER	-	●	●	●	-
SALES, TECHNICAL SALES SUPPORT	●	●	●	●	-
TECHNICAL POSTSALES SUPPORT	●	●	●	●	-
CERTIFICATION, ONBOARDING TRAININGS	●	●	●	●	●
MARKETING					
PARTNER LOGO	●	●	●	●	●
MARKETING MATERIAL	●	●	●	●	●
EVENTS, WEBINARS	●	●	●	●	●
CO-MARKETING, PARTNER PROMOTIONS	by proposal	●	●	●	by proposal

Table 1 – Partner Program Benefits

● fully available / ○ partly available / - not available

PROGRAM REQUIREMENTS OVERVIEW

To receive the benefits provided through the program, partners need to qualify for a partner level by meeting the following requirements:

	MANAGED SECURITY SERVICES PROVIDERS (MSSP)			CHANNEL PARTNERS	
	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER	DISTRIBUTOR	INDIRECT RESELLER
BASIC					
SIGNED PARTNER AGREEMENT	●	●	●	●	●
BUSINESS					
REVENUE TARGETS (new, annual recurring revenue)					
Tier 1 countries (United States of America)	€50K	€200K	€500k	defined in partner pricebook per region	-
Tier 2 countries (Germany, France, Italy, Spain, United Kingdom)	€25K	€100K	€250K		-
Tier 3 countries (all other countries)	€15K	€50K	€125K		-
DEAL REGISTRATION	●	●	●	●	-
JOINT BUSINESS PLAN, QUARTERLY REVIEWS	-	○	○	○	-
CERTIFIED PROFESSIONALS					
SALES PROFESSIONAL	1	2	3	1	1
TECHNICAL SALES PROFESSIONAL	1	2	2	1	1
POST-SALES PROFESSIONAL	1	2	2	○	○
PROMOTION					
PROMOTE RETARUS (on partner web page)	○	●	●	●	-

Table 2 – Partner Program Requirements

⁽¹⁾ Retarus may review the partner's performance history and increase, decrease or cancel the partner status at its sole discretion if Retarus believes that the partner has not met or maintained the respective program requirements.

● required / ○ recommended / - not required

COMMERCIAL BENEFITS

PARTNER DISCOUNTS	Partners are provided with Partner Pricebooks containing the applicable retail prices for their designated sales territory. For registered deals they receive discounts on the retail prices according to their partner level as outlined in the Partner Pricebooks. The partner discounts always refer to the retail prices listed in the Partner Pricebooks valid at the time of ordering.	
COMPETITIVE STATUS MATCH	In the first year of the partnership, partners automatically receive the partner level gold or the partner Level that corresponds to the highest status the partner holds with a known competitor. In subsequent years, partners can achieve the partner level by meeting the requirements as defined under Program Requirements Overview in this guide.	
MARKET DEVELOPMENT FUNDS	Retarus regularly releases a market development fund (MDF) program to support partners in their ongoing activities to promote and sell the Retarus services. Partners can request the current MDF program via their partner manager.	
INTERNAL USE RIGHTS ^{(1)/(2)}	EMAIL SECURITY Silver, Gold, Platinum Partners and Distributors receive: 100 free of charge Retarus-protected mailboxes , for partner's internal use	TRANSACTIONAL EMAIL Silver, Gold, Platinum Partners and Distributors receive: One free of charge Retarus Transactional Email Service account , for partner's internal use
DEMO, TEST, ACCOUNTS⁽¹⁾	EMAIL SECURITY Silver, Gold, Platinum Partners and Distributors receive: <ul style="list-style-type: none"> • One free test account⁽³⁾ for testing the functionality and integration of the Retarus services. • One free demo account⁽³⁾ for providing demo presentations to new prospects and existing customers. 	TRANSACTIONAL EMAIL Silver, Gold, Platinum Partners and Distributors receive: <ul style="list-style-type: none"> • One free test account⁽⁴⁾ for testing or providing demo presentations for end customers. • One free developer account⁽⁴⁾ for developing integrations with the Retarus Transactional Email service.

⁽¹⁾ no cost, not for resale; Usage limited to partner's internal use

⁽²⁾ Included: Functionality of Advanced Package; setup of the basic configuration

⁽³⁾ Included: Usage up to 500 emails/hour; emails are processed in the Retarus system and send out through Internet; SPF/DKIM required; functionality of test account restricted to the booked package
 Excluded: SLA; support services

⁽⁴⁾ Included: Usage up to 500 emails/hour; emails are processed/sent with Retarus sending domain; NO SPF/DKIM required
 Excluded: Push-notifications and NDRs for SMTP interface; open-/ link-tracking-events; load testing; SLA; support services

PARTNER ENABLEMENT AND TRAININGS

PARTNER AREA	<p>Partners get access to the Retarus Partner Area, where they have access to all relevant program guidelines, marketing material and other helpful resources.</p> <p>www.retarus.com/company/partner/secure-email-platform/</p> <p>Partners are encouraged to visit the Partner Area regularly for program updates and new marketing material or sales tools.</p>
SALES TOOLS	<p>Retarus shares up-to-date information on market and trends, events and competitive information with partners. In addition, templates, checklists and other resources are provided to support partners in their customer engagements.</p>
LEAD SHARING	<p>Retarus shares leads generated by the Retarus marketing with selected partners, depending on their partner level and capability to serve the customer demand. If partners do not respond to assigned leads within three business days, Retarus reserves the right to reassign the respective lead to another partner.</p>
WELCOME KIT	<p>During the onboarding phase, partners receive a Welcome Kit that includes key resources and sales tools to quickly generate business.</p>
NAMED PARTNER MANAGER	<p>Designated partner managers within the Retarus sales department support distributors, gold and platinum partners in all matters relating to the Partner Program as well as in their sales and go-to-market activities.</p>
SALES, TECHNICAL SALES SUPPORT	<p>The experts from Retarus sales and technical consulting give partners guidance how to make use of the sales tools provided via the Partner Area. Additionally they can support in registered End Customer projects via web and phone. The extent of project support depends on the business volume and functional scope of the respective project.</p>
POSTSALES SUPPORT	<p>Sliver, Gold, Platinum Partners and Distributors receive professional post-sales support directly from the Retarus service desk team, according to their partner level.</p> <p>The specific support packages included in the respective partner level are outlined in the partner pricebook.</p> <p>Additional professional services or dedicated service level agreements can be booked on a per project base according to the prices and conditions in the Partner Pricebook.</p>
CERTIFICATION, ONBOARDING TRAININGS	<p>In the onboarding phase and in every subsequent contract year partners receive one free session of the certification trainings outlined under Certification Paths in this guide. The number of participants per training session is limited to 10 employees. Additional trainings can be booked any time according to the prices and conditions in the Partner Pricebook.</p>

MARKETING BENEFITS

Retarus provides partners with comprehensive material to support them in approaching prospects and customers.

PARTNER LOGO	<p>Retarus provides partners with a partner logo indicating their awarded partner level.</p> <p>Partners are asked to include the partner logo in an adequate section within their own materials and web pages. In return, Retarus may use the partner's company logo to promote the existing partnership.</p>
MARKETING MATERIAL	<p>All partners may use any of the existing Retarus marketing material without prior approval. We kindly ask partners to ensure, that in particular all content and layout or context of Retarus marketing material remains unchanged. Also Retarus should be clearly identifiable as author and copyright owner.</p> <p>Retarus reserves the right to recall outdated material at any time and to disallow its further use.</p> <p>Production of own material by the partner</p> <p>We also encourage partners to create their own (set of) marketing material by customizing existing collateral of Retarus and adding their own content. This also explicitly includes the advertising of Retarus services on the partner's website.</p> <p>For these purposes partners may request a digital and current version of the Retarus Brand Book outlining the current design guidelines/corporate design at any time.</p> <p>All customized material needs to be reviewed by the Retarus marketing team prior to distribution.</p>
WEBINARS, EVENTS	<p>Retarus regularly offers free webinars for all its services. These sessions are open to Retarus partners and End Customers alike. Partners are more than welcome to embed any Retarus webinars on their own websites (HTML code will be provided upon request).</p> <p>Retarus is also regularly showcasing its services at national and international trade fairs and conferences.</p> <p>Both webinars and events are announced in advance at:</p> <ul style="list-style-type: none"> • www.retarus.com/de/events/ • www.retarus.com/events. <p>For local events please refer to the event pages of the respective Retarus subsidiary.</p> <p>Retarus is always happy to participate in events or webinars organized by partners as well.</p>
CO-MARKETING, PARTNER PROMOTIONS	<p>The respective Retarus partner manager will establish contact with the Retarus in-house specialists to discuss further details on any marketing activities whenever required.</p> <p>Please also refer to the "Market Development Fund (MDF)" section for further details.</p>

BUSINESS REQUIREMENTS

REVENUE TARGET	To qualify for advanced partner levels, partners must achieve an minimum annual sales revenue target as defined in the section Program Requirements Overview of this guide.
DEAL REGISTRATION	To receive the discounts outlined in the Partner Pricebook, Retarus requires a deal registration for each customer project on which the discount is to be applied. The required project information and registration process are described in the Deal Registration Guideline available in the Partner Area.
JOINT BUSINESS PLAN	Retarus recommends, especially in higher partner levels, to develop a joint business plan in collaboration with the respective partner manager. For Gold and Platinum Partners as well as Distributors a quarterly business and performance review is highly recommended.

CERTIFIED PROFESSIONAL REQUIREMENTS

Certified employees provide a significantly higher quality of service to demanding enterprise customers – crucial for customer loyalty.

CERTIFICATION PROCESS	Partners have to meet requirements for trained and certified professionals to achieve a partner level as outlined under Program Requirements Overview in this guide.
CERTIFICATION PATHS	<p>CERTIFIED SALES PROFESSIONAL The certification can be achieved by successfully attending:</p> <ul style="list-style-type: none"> • Sales Training for Partners <p>CERTIFIED TECHNICAL SALES PROFESSIONAL The certification can be achieved by successfully attending:</p> <ul style="list-style-type: none"> • Technical Sales Training for Partners <p>CERTIFIED POST- SALES PROFESSIONAL The certification can be achieved by successfully attending:</p> <ul style="list-style-type: none"> • Implementation Training for Partners • Administrator Training for Partners <p>After each certification training, participants will receive a certificate which is valid for one year from the date of successful completion of the respective training. Detailed information on Retarus' certification trainings and on additional courses can be found in the Partner Area.</p>

GENERAL PROGRAM NOTES

PROGRAM CHANGES This guide may be revised and changed by Retarus at its own discretion. Such changes shall be communicated to the partner and shall be deemed accepted if the partner does not object in writing within 30 days of notification of the change.

PARTNER LEVEL To achieve a specific partner level all requirements as defined in the section Program Requirements of this guide have to be met by the partner. (Re-)certification for the achieved partner level has to be successfully completed within 2 months of the end of the contract year.

ROLES AND RESPONSIBILITIES

For a successful partnership, it is essential to have a common understanding of roles and responsibilities. The following table shows a best practice as a helpful guideline:

MARKETING	EXAMPLES	RESPONSIBLE
Event funding	Funds for participation in events	Retarus and Partner
Marketing material	Creation of content, collaterals	Retarus and Partner
Promotion funding, development	Advertising, campaigns and public relations	Retarus and Partner
Promotion execution	Advertising, campaigns, public relations	Partner
Case study development	Reference customer agreement and template	Retarus and Partner
PRESALES		
Demo and test accounts	Providing demo, test accounts	Retarus
Product demos	Conducting product demo for customers	Partner
Requirements, solution definition	Specification of project scope, requirements and blueprint for combined solution	Partner
SELLING, CUSTOMER MANAGEMENT		
Opportunity management	Sales funnel management, deal registration	Partner
Bid management	Product/service quotation	Partner
Measurement of project outcomes	Joint business plan (optional)	Partner
Ongoing account management	Joint business plan (optional), upselling	Partner

CONTACTS AND RESOURCES

WEB	<p>Retarus Partner Website / Partner Area www.retarus.com/company/partner/secure-email-platform/</p>
SALES & MARKETING SUPPORT	<p>Retarus Partner Program Guide Overview of the Retarus Partner Program</p> <p>Retarus Partner Marketing Tools and Resources Kit Overview of marketing material and templates</p> <p>Retarus Partner Manager Personal contact for all go-to-market topics</p> <p>Retarus Partner Marketing partnermarketing@retarus.com</p>
TECHNICAL SUPPORT	<p>Retarus Enterprise Administration Services Portal https://eas.retarus.com/PicoPortal/</p> <p>Retarus Status Page https://status.retarus.io/</p> <p>Retarus Support & Implementation Guide for Partners (via Retarus support)</p>
OFFICE LOCATIONS	<p>For a detailed list of Retarus office locations, please visit https://www.retarus.com/contact/</p>
OTHER USEFUL LINKS	<p>Retarus Corporate Blog https://www.retarus.com/blog/en/</p> <p>Retarus Events https://www.retarus.com/events/</p> <p>Retarus Newsletter https://www.retarus.com/newsletter/</p> <p>Retarus Press Releases https://www.retarus.com/presscenter/</p>

About Retarus

With its outstanding solutions and services, intelligent infrastructure, and patented technology, Retarus manages communication for companies worldwide. Retarus' state-of-the-art technologies, highly available data centers, and innovative cloud messaging platform offer maximum security, maximum performance, and business continuity. With experience in steering information flows at the enterprise level, Retarus ensures that information is transferred securely and reliably to the right place, at the right time, in the right format—since 1992 and with now 15 subsidiaries on four continents. Seventy-five percent of DAX 30, half of all EURO STOXX 50, and 25 percent of S&P100 companies rely on Retarus services. Our long-standing customers include Adidas, Bayer, BNP Paribas, Bosch, Continental, DHL, DZ BANK, Fujitsu, Galbani, Goldman Sachs, Honda, Linde, PSA, Puma, Sixt, T-Systems, Singapore Airlines and Zeiss.

www.retarus.com