

VASCO *Cloud* Partner Program



A world leading software company specializing in **Internet Security**



WITH VASCO TO THE CLOUD

Introduction



It is my great pleasure to introduce you to the VASCO® Cloud Partner Program. Following “With VASCO to the TOP” we now also have “With VASCO to the Cloud”.

This program is focused on Channel Partners who see the benefit of introducing strong user authentication to online web based applications.

A partnership that works is based on passion for the solution, actions to make things happen, commitments through obligations and knowledge of markets and products.

All the recent hacking of social media sites, associated password divulcation, and innovative social engineering techniques prove the need for workable two-factor authentication solutions.

By participating into the “With VASCO to the *Cloud*” program you can be part of a winning team. So sign up today and do not hesitate to contact me or my team members whenever needed.

Best regards,

Dan Verbruggen
Director Enterprise Security EMEA/LAM

Join the VASCO Cloud Partner Program

By joining this program VASCO Partners can advise their prospect and customers on the DIGIPASS as a Service™ and the MYDIGIPASS.COM™ solutions.

These innovative VASCO cloud offerings bring an answer to the growing need of enhanced login security. Online applications like Salesforce.com or Google Apps serve a vast community of internet savvy customers. However password management stays the weak link in the chain. With DIGIPASS as a Service VASCO Cloud Partners can add value. They also benefit from the strong commercial VASCO offering with a proven track record in the banking, gaming and government field.

Also the e-commerce trading and growing online social media offerings are suffering from innovative hacking and cracking. The MYDIGIPASS.COM platform is the ultimate hassle free solution for website builders and e-commerce application developers. Customer loyalty is increased by the implementation of a stronger level of authentication in virtually any online portal or website.

The VASCO Cloud Partner Program is a three partner level offering. Greater benefits through enhanced commitment is offered to the higher level partners. Each level includes access to pre-sales, post-sales, as well as marketing and advanced solutions training.

For more information on our VASCO Cloud Partner Program, please call VASCO +32.609.97.00, email on es-sc@vasco.com or visit extranet.vasco.com.



VASCO Support

Let your customer choose the perfect solution from our extensive product range and receive the support to close the deal.

Commercial Support

Receive the same commercial support enjoyed by VASCO's own sales people. This includes commercial briefings, newsletters, pre-sales support and presentations. We also provide lead generation, demonstrations, evaluations and access to the partner Portal.

Free sales training certificates are available via our SEAL.vasco.com platform.

Marketing Support

Access to product specific marketing documentation including sales collateral and starter kits. Enjoy the benefit of joint marketing campaigns, mailings and events (seminars, fairs, etc.) and partner updates.

Full procedure for funding requests (SEF – Sales Enablement Fund) is available on our Partner Portal.

Technical Support

VASCO is committed to providing VASCO Certified Partners with solutions their customers can rely on and the technical support they require.

Professional Services

To ensure VASCO's operational excellence, VASCO Certified Partners are assisted by VASCO Technical Account Managers to help negotiate major contracts, setup of POC and scope of works, and provide professional services at pre-defined rates.

Training and Certification

Selling VASCO products successfully requires more than mere representation; VASCO Certified Partners need to fully understand the product line and be informed of new developments. Continuous training allows VASCO Certified Partners to acquire the necessary expertise to effectively support their customers.

Leverage VASCO Strategic Relationships

VASCO's alliances and technical relationships with third parties like Salesforce.com, Google Apps and others allow VASCO Certified Partners to leverage sales opportunities with prospects and customers deploying those solutions. The VASCO online DIGIPASS Ready Solutions Catalog contains more details on those partnerships.

Low TCO and easy to install Security Solutions for your Customers

VASCO DIGIPASS and VACMAN products are easy to install and configure. Our products provide the technological fit as well as the smooth and cost-effective deployment your customers want.





PARTNER LEVELS



VASCO Cloud Partner is the entry level in the VASCO Cloud Partner Program. VASCO Partners can promote the VASCO cloud offering and receive product information and product news directly from VASCO.

VASCO Cloud SELECT PARTNER is the second level in the VASCO Cloud Partner Program. Select Partners get more benefits and advantages when proposing the VASCO cloud offering. VASCO Marketing support will help to make things happen.

VASCO Cloud PREMIUM PARTNER is the highest level and provides Partners the ability to offer maximum support to their customers. A mutually agreed upon business plan serves as the foundation for a successful partnership.

REQUIREMENTS

Certification requirements	Cloud PARTNER	Cloud SELECT	Cloud PREMIUM
Technical		1	2
Sales	1	2	2

Commercial requirements	Cloud PARTNER	Cloud SELECT	Cloud PREMIUM
New web portals signed up for MYDIGIPASS.COM per year	2	5	15
New users activated for MYDIGIPASS.COM per year	500	2500	10000
Organise marketing initiatives	❌	min 2/yr	min 4/yr
VASCO Presence on Partner website	optional	mandatory	mandatory
MYDIGIPASS.COM deployed on Partner's own webportal	✅	mandatory, if applicable	mandatory, if applicable
Joint business plan & forecasting	✅	mandatory	mandatory
Presence required at partner events organized by VASCO	✅	✅	mandatory



BENEFITS

Commercial support	Cloud PARTNER	Cloud SELECT	Cloud PREMIUM
Commission during the first and consecutive year of the contracts	Via VASCO	Via VASCO (defined by business plan)	Via VASCO (defined by business plan)
Dedicated VASCO Channel Manager			
Dedicated VASCO Sales Coordinator			
Access to VASCO Partner Portal (*)			
On Site Sales Training	Via Distributor	By VASCO	By VASCO
End user lead allocation program		Optional	
Categorized listing on VASCO 'Where to Buy' website	Optional		
Deal Registration			
VASCO marketing support for events			
Access to VASCO PR team (case studies, pr-release...)	Optional	Optional	
Free MYDIGIPASS.COM for Partner implementation			

Technical support	Cloud PARTNER	Cloud SELECT	Cloud PREMIUM
Presales support	Via Distributor		
VASCO TAM (**) Quarterly meeting			
VASCO PM (***) yearly meeting			
Access to VASCO technical support	VASCO's premium Number	Direct phone (certified engineer only)	Direct phone (certified engineer only)
Participation on Beta testing		Optional	
Access to knowledge database via Partner Portal			
Professional services offered by VASCO	On Demand	On Demand	On Demand

(*) Sales & Marketing tools, Presentations, Case studies, Product info, Events, Downloads, etc.

(**) TAM = Technical Account Manager

(***) PM = Product Manager



Securing growth together!

TOOLS & PROGRAMS

Partner Portal

A dedicated Partner Portal where you will find valuable VASCO information and resources organized into 4 categories:

- Sales & Marketing
- Training
- Logistics
- Support

Access to the Partner Portal requires registration and is protected with a DIGIPASS one-time password by MIDIGIPASS.COM.

Channel Partner Marketing Toolkit

A detailed overview of all available marketing tools and assets, which help you market and sell the VASCO strong user authentication and e-signature solutions. You can find this guide on our partner portal.

Sales Enablement Fund Program (SEF)

The VASCO Sales Enablement Fund is available for the VASCO Premium and Select partners. It supports joint marketing initiatives that generate demand and revenue. Activities eligible under the SEF program are: trade show participation, direct marketing actions, seminar organization, etc. SEF program guidelines, rules and regulations and the SEF request online form can be found on the VASCO Partner Portal.

Deal registration

VASCO Channel Partners who identify a new business opportunity with a new end customer can register for extra discount! Visit the Partner Portal for an overview of all the terms and conditions.





Cloud Business - what's in it for me?

Market surveys indicate that cloud access security is a high on the priority list. ASP's, Service Providers and website builders want to add strong authentication to protect their content, the data of their users, e-commerce environments or simply want to secure customer self-service applications which reduce customer service back office tasks.

By offering One Time Password Authentication in a service model, VASCO overcomes a number of issues ASPs are facing when thinking about the enhancement of their security through strong authentication.

Native integration of strong authentication might require infrastructure changes which might be costly. Furthermore, deploying two-factor authentication to a large number of end-users might be considered costly and time-consuming.

Application owners are sometimes reticent towards the deployment of strong authentication to their customer base. Many arguments are being used, such as logistic burdens, portability of authentication devices, multiple authenticators for different applications, the installation of software on the end-user's PC, high costs to secure individual applications, associated administration and helpdesk costs, branding of authenticators, ...

VASCO's cloud offerings overcome these apprehensions: authentication becomes an operational cost rather than a capital expense. As the authentication process is outsourced the time to market can be accelerated, allowing to achieve business plans more quickly.

VASCO offers a wide range of software and hardware-based authentication devices which can be entirely customized and branded. With DIGIPASS as a Service, any web page and application in a cloud based model can be authenticated.

The VASCO Cloud Partner Program helps VASCO Partners to enhance their cloud offering and increase exposure to new customers and markets. You will benefit from a set of tools, best practices, documentation, and support to help you to add strong user authentication to cloud and web based applications.

As an "agency agreement" concept is used, the benefits of selling and promoting VASCO cloud solutions are:

- Guaranteed recurring commission fees over the years
- Low cost of sales due to VASCO partnership
- No invoicing issues as handled by VASCO
- No payment chasing as handled by VASCO
- Additional revenue due to services, implementation and consultancy sales

Additional benefits

- Boost customer trust by implementing OTPs who offer better security than traditional static passwords
- End-users can use one of the hundred million dormant DIGIPASS in the field or can download a mobile authentication client from MYDIGIPASS.COM for free
- Easy integration with a step-by-step approach through the integration tool developer.MYDIGIPASS.COM
- Possibility to purchase branded authentication devices carrying your corporate logo and colors enhancing brand recognition
- Sharing of user attributes for marketing purposes
- Reduced support and backoffice costs by eliminating costs associated with password management
- Full-blown testing environment availability



About VASCO

VASCO is a leading supplier of strong authentication and e-signature solutions and services specializing in Internet Security applications and transactions. VASCO has positioned itself as global software company for Internet Security and designs, develops, markets and supports DIGIPASS®, CertiID™, VACMAN®, IDENTIKEY® and aXsGUARD® authentication products. VASCO's prime markets are the financial sector, enterprise security, e-commerce and e-government.



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