



**Securing Tomorrow's
Networks Today**

TOP LAYER SECURE CIRCLE PARTNER PROGRAM

Program At-A-Glance

Introduction:

The **Top Layer Secure Circle Partner Program** is designed to foster stronger, more dynamic and mutually beneficial relationships between Top Layer and its channel partners. The program offers greater rewards for partners who are most committed to Top Layer solutions and who are willing to invest in winning new business. Discounts, rebates, and other program benefits do not apply to Federal Government sales within North America.

Program Highlights:

Higher Rewards for Committed Partners: We're making more margin available to Secure Circle Partners who maintain technical and sales certifications, meet and surpass sales targets, and acquire new customers.

Training Investment: We've committed investment to on-site and on-line curriculum for sales and technical training.

Kick-Start Marketing Program: We are dedicated to your success and will jointly conduct lead generation events.

Improved Partner Effectiveness: We're committed to providing up to date sales support materials, deal registration and end user facing sales teams.

Categories and Participation Criteria:

The program has three categories of participation, each with their own corresponding benefits and requirements.

	Premier Secure Circle Partner	Secure Circle Partner	Associate Circle Partner
Partner Agreement	Yes	Yes	No
Staff Certification	2 engineers certified; 4 sales reps trained	1 engineer certified; 2 sales reps trained	No staff certification required
Marketing Activities	Carry out at least 4 channel marketing activities per year	Carry out at least 2 channel marketing activities per year	No channel marketing activities required
Technical Support	Provide first line 7x24 technical support	No requirement for providing technical support	No requirement for providing technical support
Annual Revenue	\$750,000 achieved	\$250,000 projected	n/a
Sales Forecast	Provide a three-month rolling forecast each month	Provide a three-month rolling forecast each month	No forecast requirements
Volume Rebate	Eligible for volume rebate	n/a	n/a
Demonstration Equipment	Must purchase a demonstration unit at 60% discount from list price	Recommended purchase of a demonstration unit at 50% discount from list price	n/a

Base Discounts and Extra Incentive Rebates:

	Premier Secure Circle Partner	Secure Circle Partner	Associate Circle Partner
Top Layer Products	Speak to Rep	Speak to Rep	Speak to Rep
Accessories, Support and Top Layer Services	"	"	"
Value-based deal protection	"	"	"
"Big Deal" Rebates if Net to Top Layer > \$100K	"	"	"
Quarterly "Quota Beater"	"	"	"

Program Benefits:

	Premier Secure Circle Partner	Secure Circle Partner	Associate Circle Partner
Joint Marketing Lead Generation	Two times/yr., a jointly marketed campaign will be launched to prospects at Top Layer's expense	Specific lead generation programs will be reviewed on a case-by-case basis	n/a
Top Layer Secure Circle Partner Portal	Access to a host of tools and restricted distribution resources to help you market and sell Top Layer's security solutions	Access to a host of tools and resources to help you market and sell Top Layer's security solutions	n/a
Education and Training	Free sales and technical training and certification as a Premier Secure Circle Partner	Free sales and technical training and certification as a Secure Circle Partner	n/a
IPS Demonstration Site	Full access to demonstrate Top Layer's IPS products via a web demo	Access to Top Layer sales team who will provide online demo of Top Layer's IPS products	n/a
Partner Hotline	24x7 access to Secure Circle Partner hotline for customer support issues	Access to Secure Circle Partner hotline during business hours for customer support issues	n/a
Partner Communication	Regular e-mail correspondence about Top Layer activities	Regular e-mail correspondence about Top Layer activities	n/a
Managed Security Service Providers	Partner expected to offer IPS deals as part of their managed services	Partner may offer IPS deals as part of their managed service offering	Partner may bid IPS deals as a managed service (with access to certified Top Layer MSSP's)
Top Layer Educational End User Webinars	Partner is encouraged to have prospects attend Top Layer's educational and informative webinars	Partner is encouraged to have prospects attend Top Layer's educational and informative webinars	Partner is encouraged to have prospects attend Top Layer's educational and informative webinars
Kick-Start Marketing Funds	Partners receive 1st consideration for marketing funds such as joint Lunch & Learns	Partners are eligible for joint marketing funded activities	n/a

Contact your Top Layer Representative for more information

Award-Winning IPS:

