

VARONIS PARTNER PROGRAM

The Varonis Partner Program (VPP) is an easy and powerful way to accelerate your sales growth. Varonis has experienced phenomenal market acceptance. Our solutions are at work in over 3000 customers spanning leading firms in the financial services, public, healthcare, industrial, energy & utilities, technology, consumer and retail, education, and media & entertainment sectors.

WHY BECOME A VARONIS PARTNER?

Varonis Systems, Inc. offers partners a unique opportunity to tap into many sizable markets, including governance, collaboration, and big data. Businesses of all sizes, across multiple industries, want and need to protect their unstructured, human generated data – Microsoft Office documents, image files, video files, source code, blueprints, etc. These valuable business assets are growing at a phenomenal rate, as is the need to manage, protect, and extract more value from them. IDC estimates that by 2020, data centers will house 14x more data, on 10x more servers, while only increasing their IT staff by only 1.5x ¹.

THREE TIERS

The VPP is a streamlined program with three simple tiers:



BRONZE

Varonis partners can start at this level and, through joint investments and teaming, have an opportunity to meet requirements for higher levels and additional benefits.



SILVER

Partners reach this level when they have met key Varonis Partner Program requirements such as sales and technical certifications, revenue attainments and have shown consistent participation and execution in delivering technical and sales value that engages and supports Varonis prospects and customers.



GOLD

Top tier gold partners use their extensive understanding of Varonis solutions to ensure customers receive superior guidance, service and satisfaction. Gold partners experience greater discounts for their registered opportunities and MDF priority.

¹ IDC Digital Universe

PROGRAM AT-A-GLANCE

TIERED MODEL

- Easy and clear
- Rewards greater commitment

CO-MARKETING

- Lead flow
- Turn-key campaigns

OPPORTUNITY REGISTRATION

- Protects partner sales efforts
- Provides increased discounts

ONLINE TRAINING & CERTIFICATION

- Efficient and convenient
- Increased self-sufficiency

LEARN MORE:

- Find out more about the Varonis Partner Program from a Varonis Channel Manager today. Just visit www.varonis.com/partners or email partners@varonis.com

VARONIS PARTNER PROGRAM DETAILS

Benefits	Bronze	Silver	Gold
Opportunity Registration	X	X	X
Access to Varonis Software in Partner Demo/Training Labs		X	X
Quarterly Educational Seminar for Partners (webex)	X	X	X
Access to Varonis Marketing Assets	X	X	X
Third-party Lead Generation Programs	X	X	X
Regional Event Co-sponsorship and Development		X	X
Discount for purchasing Varonis Products		X	X

Requirements	Bronze	Silver	Gold
Completion of Varonis Partner Program Application and Acceptance in to VPP		X	X
Business Plan Submission and Review by Varonis (Quarterly)		X	X
Completion of Sales Certifications		2	2
Completion of Technical Certifications		1	2
Initiate an Average of One (1) Evaluation per month of Varonis Solutions		X	X
In-house Laboratory Installation of Varonis solutions		X	X
Attend Quarterly Partner Educational Seminars (webex)		X	X
Quarterly Revenue Requirements		X	X

Discount for Standard Opportunities (off list)	Bronze	Silver	Gold
Products	15%	15%	15%
Software Subscription & Support	5%	5%	5%
Training & Professional Services*	5%	15%	15%

* There is no deal registration discount for training and professional services, just the standard 15%.

Discounts for Registered Opportunities (off list)	Bronze	Silver	Gold
Products	20%	25%	35%
Services	5%	15%	15%

* There is no deal registration discount for training and professional services, just the standard 15%.

“Varonis sells exclusively – 100% – through channel partners. Varonis channel partners therefore play a critical role in our go-to-market strategy and in the success of the company.”

— Yaki Faitelson, Varonis President and Chief Executive Officer

“The objective of the Varonis Partner Program is to help partners develop revenue opportunities and secure new business. Partners are an extension of our team. When they win, we win.”

— Jim O’Boyle, Worldwide, Vice President of Sales