

WHY SHOULD YOU PARTNER WITH AWARENESS TECHNOLOGIES?

We understand that choosing a new vendor is a strategic decision. Is the vendor channel centric by providing competitive advantages to the channel versus direct? Does the vendor's solution solve real problems facing your customers today? Is the solution easy or difficult to implement? Will the vendor's solution differentiate you in your customer's eyes?

Awareness Technologies is committed to the Channel

- Common-sense partner categories that fit your cloud capabilities
- White-label branding puts your logo on the control console
- High margin recurring revenue – need we say anymore?
- Price and product advantages – for once the channel has the advantage over direct!
- Monthly or prepaid SKUs with built-in volume discounts makes quotes easy & effective
- No deal minimums – deploy a single license or thousands
- "Single agent" makes future up-selling easy
- Unlimited "free" trial licenses downloadable in seconds speeds up the sales cycle
- Deal registration protects your opportunities
- Over 10,000 SMB to enterprise customers trust InterGuard



InterGuard solves real customer problems

Read any newspaper, business publication or online news source and cybercrime is a global problem consistently in the headlines. The barrier of entry for the bad guys is low and the payoff high – no wonder it's now larger than the illegal drug trade. Your customers are desperately trying to protect their crown jewels: customer data, corporate data and intellectual property.

- 318 million personal records have been exposed by data breaches since 2005 - *Source: Symantec*
- Insiders are responsible for 70 percent of the security incidents that incur losses – *Source: ITRC*
- Over 35 states have enacted security breach notification laws - *Source: Ponemon*

The InterGuard Cloud Platform

InterGuard, the "internal threat guardian" is the only Cloud-based Unified Internal Threat Management solution that integrates web filtering, employee monitoring, data loss prevention (DLP) and laptop theft recovery into one complete solution that works both on or off the network.

- One agent, one control console for Web Filtering, Employee Monitoring, Data Loss Prevention & Laptop Theft Security
- Works "on" or "off" the network – ideal for telecommuters
- No latency or single-point of failure as agent is deployed on endpoints



Awareness Technologies Partner Program Categories

Role	SaaS 1	SaaS 2	SaaS 3 Master MSP
Owns customer relationship	Partner	Partner	Partner
Invoice the end-customer	ATI	Partner	Partner
Provision & activate the service	ATI	ATI	Partner
24x7 Tier One Support	ATI	ATI or Partner	Partner
24x7 Tier Two Support	ATI	ATI	ATI

