



SecurePartner Program Overview

CipherMax understands that no single original equipment manufacturer, regardless of size, can be “best of breed” at everything needed in IT today. The demands for unique products and services are complex and the potential solutions too many for that to be true. But experienced systems integrators can meet customer needs through the selection of the best available products and delivering the necessary services for complete business solutions.

The **SecurePartner Program** has been designed as CipherMax’s response to channel needs, focused on working with the IT industry’s leading systems integrators. Strong financial opportunities, combined with comprehensive sales and marketing support and providing access to all of CipherMax’s products and services, ensure a great partnership opportunity.

The SecurePartner Program offers the following benefits and programs to systems integrators:

- Strong margin opportunities through aggressive discounts on all CipherMax products
- Secure financial, sales and technical support and protection through the CipherDeal Registration Program
- Highly discounted demonstration, internal use and training systems that can be sold within 90 days through the CipherDemo Purchase Program
- CipherInstitute education with comprehensive onsite and web-based instructor-led sales, marketing, technical and competitive training, all free of charge
- The CipherFund Program for market development that accumulates on each customer transaction for a variety of SecurePartner marketing, sales and demand creation activities
- SecurePartner Bulletins with the latest competitive and CipherMax news via email
- The CipherPortal providing instant access to all things CipherMax
- The Sell to the Max QuickStart Program, offering all of these together in easily digestible steps to help get going with CipherMax engagements
- CipherMarketing demand creation, lead generation and event support, available to all SecurePartners as part of CipherMax’s go-to-market strategy
- Assigned CipherMax sales and technical resources for ongoing day to day success, backed up with direct contact with CipherMax executives to overcome any challenges
- Opportunities to advance to the SecurePartner Elite program offering enhanced product discounts and training, marketing fund allocation, and advisory council participation

CipherMax SecurePartners receive all of these benefits and much more!

Combined with high demand for CipherMax enterprise storage security products and solutions like SecureVTL, SecureDR and SecureRemote, SecurePartners are on the road to sales success.

For more information on becoming a CipherMax SecurePartner, call us at 408.382.6500, or email us at partners@ciphermaxinc.com.