

Recorded Future Reseller Program Guide

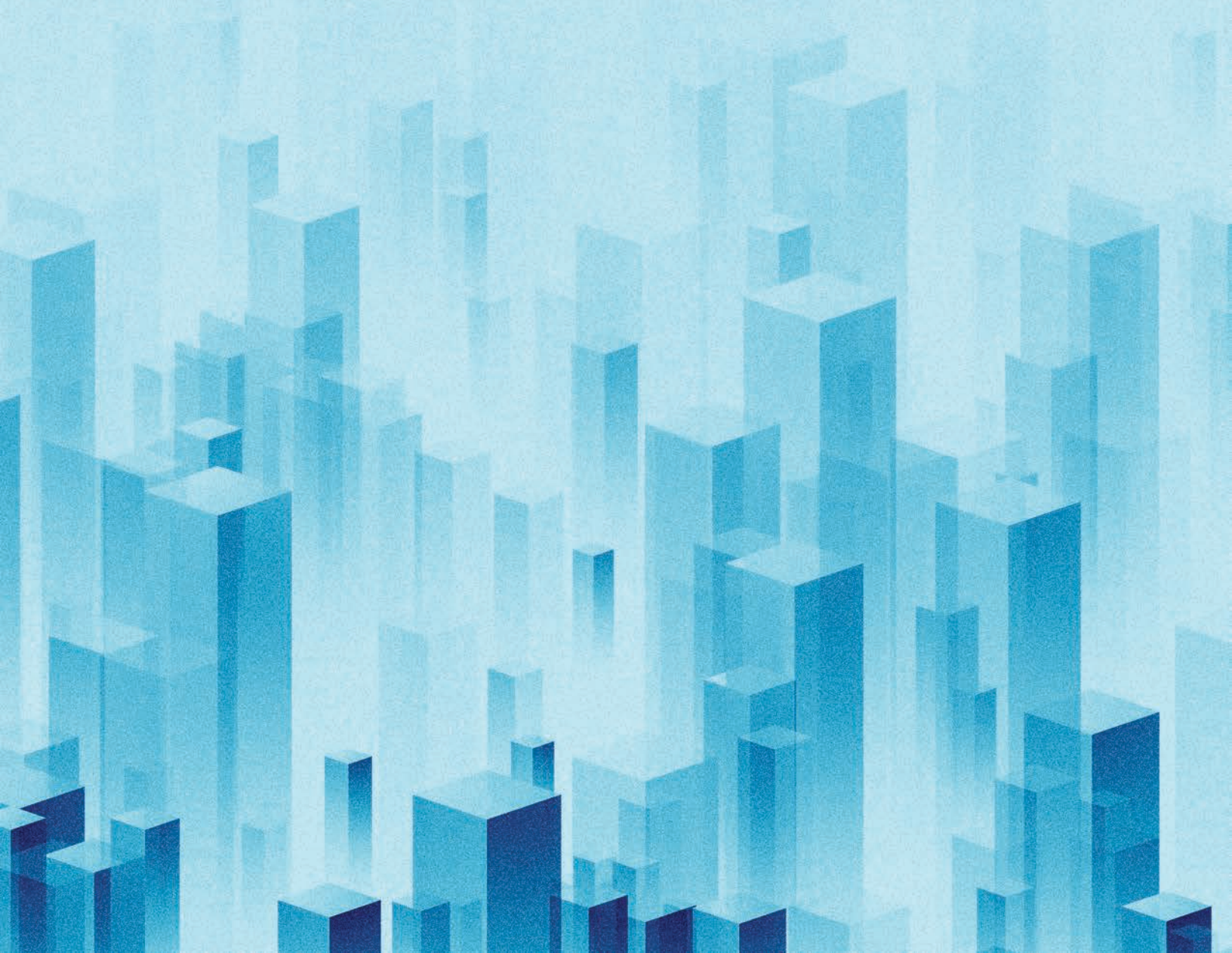


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Welcome to the Recorded Future Reseller Program

At Recorded Future, partners are critical members of our community.

From technology companies to service delivery providers to value-added resellers, our Partner ecosystem consists of more than 250 of the world's leading organizations. And together, we are committed to empowering clients with intelligence that is infused into the security technologies and workflows that they use every day. This intelligence allows clients to identify and detect threats faster; take proactive action to disrupt adversaries; and make faster, smarter, and confident business decisions.

The Recorded Future Reseller Program provides you, our value added resellers, the training, support, and resources you need to learn about security intelligence and Recorded Future. You deserve to be rewarded for your hard work and commitment to Recorded Future. The more you sell, the more access and opportunity you may be eligible to receive from Recorded Future by way of:

- Increased Discounts
- Sales and Technical Enablement & Support
- Executive Sponsorship
- Marketing Support

We look forward to building a long and successful partnership with you, and providing you with the tools and resources you and your customers need to stay ahead of the competition.

The Channels and Alliance Team

partners@recordedfuture.com

Program Overview

Improve your business with these key program advantages

Exceptional Profit & Growth Opportunity

Recorded Future invests in our Partners through deal registration and incentive programs. We also work with our Partners to surpass your sales goals with marketing campaigns, leads and joint business planning.

Comprehensive Partner Team

Work smarter with expert assistance from channel account managers, sales engineers and our experienced marketing professionals. We will work with all teams to ensure you have knowledge of our offerings, sales process and all of the ways we can work together to generate qualified Recorded Future leads for your organization.

Recorded Future has Built a Robust Ecosystem



Benefits & Requirements

Review the exclusive benefits you are eligible to receive as a Recorded Future Reseller Partner, that can help set you apart from your competition.

	Platinum	Gold	Silver
REQUIREMENTS			
Total Partner Sourced Closed Won ARR	\$500k	\$250k	None
Business Plan	Written Plan & QBR	Account Mapping	Case-by-case
Certified Staff - RF Sales 101	5	3	1
Certified Staff - RF Tech 101	3	2	None
New Deal Registrations	5 / Quarter	2 / Quarter	None
DISCOUNTS			
Standard		15%	
Value Deal Registration		+10%	
Partner Sourced Deal Registration	+25%	+20%	+15%
BENEFITS			
Channel Account Manager	Yes	Yes	Optional
Marketing	Quarterly Plan	Initiative Based	Limited
Sales Incentive Participation	Yes	Yes	Limited
NFR Licenses	Yes	Limited	Limited
Executive Sponsor	Yes	No	No

Reseller Program Definitions

Standard Partner Discount - Standard discount applied for any opportunity where a Partner transacts the deal for Recorded Future (aka “Fulfillment Only”)

Value Registration- An opportunity sourced by Recorded Future, where Recorded Future provides price protection and additional discounts for a Partner who adds material value to deal closure. Must include at least 2 of the following and be approved by the relevant Recorded Future sales representative:

- New introduction to key stakeholder
- Guidance on budget & procurement process
- Support of initial demo, solution design, POV, etc.
- Details on competitive landscape
- Provide Recorded Future an opportunity to leverage a current contract vehicle with prospect

Partner Sourced Deal Registration - An opportunity exclusively sourced by the Partner, where Recorded Future provides price protections & maximum discounting from Recorded Future. To qualify an opportunity:

- Partner must submit deal registration via Partner Portal as detailed in the Portal and the applicable Reseller Agreement
- Registration must be accepted by Recorded Future
- No existing, duplicative or active sales opportunity already exists or previously brought to the knowledge of Recorded Future

Deal Registrations are valid for 120 days after they are accepted, provided however, valid registrations may be extended upon written request at Recorded Future sole discretion.

Program Resources and Tools

Pipeline & Revenue Requirements

Annual Revenue Requirements

Recorded Future Tiers are dependent on annual recurring revenue (ARR) and other requirements. Please refer to the chart above.

Joint Business Planning & QBR

Let's do great things together! Experience shows that greater success is often the result of a joint effort between Partners. We believe joint business planning and regular reviews with our Partners make for the best, most profitable relationships. Recorded Future will initiate reviews on a quarterly and annual basis respectively, which are a requirement for our Platinum partners but strongly encouraged for our gold partners as well.

New Deal Registrations

Recorded Future wants to be a partner with you in this process. Ensuring we are actively building pipeline and sales opportunities is an important way to build our businesses. Our goal is to work with all of our Partners to generate qualified leads, and source qualified deal registrations each quarter. Deal registration requirements each quarter vary by Partner tier, please see the chart above and check the Partner Portal to view your approved deal registrations. .

Training & Certification Requirements

Recorded Future offers a curriculum of online training and certification courses to meet the needs of each tier requirement.

- Our **Sales 101** course for Sales Professionals include Modularization Trainings, Product Trainings, Competitive & Differentiators as well as general channel program resources to help you sell Recorded Future.
- **Tech 101** includes product demos, the landscape and key points on integrations as well as tools for successful demoing. All courses are offered online, are followed by quizzes to monitor success and can be completed on your own time and pace.

Our Channels & Alliances team does provide regular in-person training for our partners as well for additional and deep dive enablement. In-person training can be an alternative to meet program requirements, if deemed appropriate by the Channel Account Manager and Channel Sales Engineer.

Benefits

Channel Account Manager

Work smarter with expert assistance from channel account managers, sales engineers and our experienced marketing professionals. We will work with all teams to ensure you have knowledge of our product, sales process and all of the ways we can work together to generate qualified Recorded Future leads for your organization.

Marketing

Partner Communications

Open communication will always be an important part of our successful partnership. All Recorded Future partners receive ongoing updates on Recorded Future news, products, solutions and promotions. Make Recorded Future's Partner Portal, newsletters, emails, partner call series, webinars, LinkedIn and Twitter posts part of your success. Recorded Future will also share opportunities we have available on [The Security Intelligence podcast](#) and [The Record by Recorded Future newsite](#).

Partner Portal

Access to the Recorded Future Partner Portal for program information and benefits, tools, training and resources related to your Recorded Future business and customers. Helpful links to marketing tools, campaigns and our technical knowledge base make it easy for you to find the resources you need.

Partner Marketing: Lead Generation "Campaign Kits"

Campaign Kits are materials you can use at every stage of your marketing funnel. These kits contain resources such as an ebook or webinar, and all the promotional materials you need to start driving new leads and opportunities. [Start using Campaign Kits to generate new leads now.](#)

Sales Incentives

Recorded Future has is partnering in world class partner enablement tools. Recorded Future offers quarterly sales incentives to our Partner organizations and reps.

Executive Sponsor

Recorded Future offers our Platinum Partners access to a member on our executive team for client meetings, planning sessions, high level training and events.

Program Policies

A Recorded Future Ppartner must be in compliance with all program requirements to renew their program participation and applicable level status at the beginning of each calendar year. Partners tiering may vary based on partner program criteria and achievement thereof..

Re-Tier

Recorded Future may determine if a Partner is eligible to be advanced or moved down within the program to a higher or lower tier and will regularly review a Partner's performance in consideration. Partners can also contact their Channel Account Manager and request to be advanced based on satisfying the requirements of the program. If the Partner has met all their requirements, they could be advanced in the program at the beginning of the next calendar quarter. Recorded Future reserves the right to modify or update any changes or exceptions at any time upon executive approval.

Annual reviews to review levels will be held after April 1st every year. A pattern can only tier down annually. But as a Partner you have the opportunity to tier up at any time and go into effect the 1st day of the new quarter after you have met all qualifying requirements.

Program Changes, Reservation of Rights and Termination

Recorded Future reserves the right in its sole discretion to alter or discontinue the Recorded Future Partner Program at any time, including this Program Guide, and without limitation any conditions, requirements or benefits contained herein. All such changes shall be effective upon notice to the Partner or at such time that Recorded Future may specify.

Getting started with our program

Follow these 2 simple steps to join our program:

1. Apply to become a Partner via our website, and provide required information and nature of partnership desired
2. Your information will be reviewed and you will then be contacted by Recorded Future to discuss next steps.

Visit the Recorded Future Partner Portal for insight into your current tier, what you need to do to move to the next tier level, and to learn more about each tier benefit and how to continue to grow your business in partnership with Recorded Future.

FAQ

Q: As a partner how do I get access to NFR licenses?

A: Generally, Recorded Future provides access to NFR licenses for all of its partners, however, specific requests are fulfilled on a case-by-case basis. Please see the partner portal for more details, or talk to your Channel Account Manager.

Q: How and when are tiers reassessed?

A: Recorded Future reviews partner tier requirements throughout the year. Tier acceleration is done as requirements are met and any tier reductions are done annually in February.

Q: Do you provide online certification?

A: Yes all of our certifications can be found and accessed within our Partner Portal.

Q: What's an average sales cycle?

A: 180 days

Q: Who should we be selling to?

A: Please view our partner sales training on the Partner Portal for more information on our sales process, products, and competitive landscape.

Q: How can I access the partner portal?

A: Partner users can access the portal at <https://partners.recordedfuture.com>. If you don't have access, or forget your username/password, you can request it on the same page.

Q: How can I become a Recorded Future VAR?

A: You can apply to become a Recorded Future reseller by visiting the Partner Portal, and filling out an application. All Recorded Future Partners will need to sign the new Reseller Agreement and Program Guide, and meet the training requirements for your Tier Level.

Q: How can I find out what partner tier I am?

A: You can view your tier level within the Partner Portal, or you can always reach out to your Channel Account Manager.

Q: How can I get in touch with Recorded Future sales?

A: All questions can be sent to partners@recordedfuture.com, or you can reach out to your Channel Account Manager directly. You can find your Channel Account Manager information in the Partner Portal.